

MAHNOOR MUNIR

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Professional Summary

Dynamic and creative Marketing & Communication Professional with hands-on experience in social media management, digital marketing campaigns, and brand communications. Skilled in crafting engaging content, maintaining brand voice, and analyzing performance metrics to optimize visibility and engagement. Adept at cross-functional collaboration, strategic content planning, and delivering marketing initiatives that align with organizational goals.

Core Competencies

- Digital & Social Media Marketing
- Brand Communication & Strategy
- Content Creation & Campaign Management
- Customer Engagement & Relationship Building
- SEM & Analytics Tools
- Creative Writing & Copy Development
- Adobe Photoshop, Illustrator, Canva
- HubSpot, Shopify, Tawkto, Beta Logics
- MS Office Suite (Excel, Word, PowerPoint)

Professional Experience

Jr. Social Media Executive | Sequel Technologies / PracticeEHR (Dec 2023 – Present)

- Manage social media platforms to enhance brand presence and engagement.
- Develop and execute social media strategies aligned with marketing objectives.
- Plan, schedule, and publish content across platforms for optimal visibility.
- Collaborate with design and content teams to deliver high-quality posts.

Social Media Representative | Digify Marketing Agency (Jul 2023 – Dec 2023)

- Responded to social media inquiries and maintained consistent brand voice.
- Created and managed content calendars and engagement reports.
- Monitored trends and analytics to improve reach and engagement.

Product Manager & Customer Support Representative | Negative Apparel, Islamabad (Jul 2021 – Jul 2023)

- Led product listing, updates, and customer communication for online sales.
- Delivered exceptional customer service and resolved complex queries efficiently.
- Collaborated with marketing and sales teams to drive customer engagement.
- Recognized for outstanding performance with an official appreciation letter (2022).

Intern – Sales & Marketing | Skyra Square Pvt Ltd | 7th Sky Developers (*Jun 2021 – Jul 2021*)

- Supported sales team in client communication and lead generation.
- Prepared client databases and assisted in promotional campaign execution.

Education

- Bachelor's in Mass Communication | Foundation University Rawalpindi Campus (FURC) | 2017–2021
- HSSC | Askari College, Rawalpindi | 2015–2017
- SSC | APS Fort Road, Rawalpindi | 2013–2015

Certifications

- Fundamentals of Digital Marketing – Google Digital Academy
- Social Media and Digital Marketing Fundamentals – Coursera
- Social Media Marketing – HubSpot
- Digital Marketing Certificate – Great Learning Academy
- Search Engine Marketing – E-Marketing Institute

Achievements & Activities

- Appreciation Letter for outstanding performance – Negative Apparel (2022)
- Attended Young Leader Conference, Lahore (July 2019)
- Organized 'Group of Leader' event, Islamabad (Oct 2019)