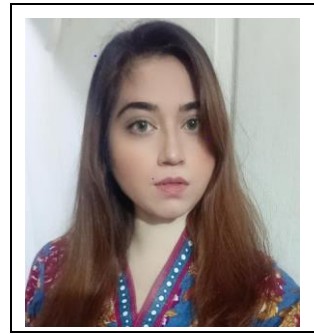


## ISMAT FATIMA

Mobil # 03162130481

Email: [virgozaidi815@gmail.com](mailto:virgozaidi815@gmail.com)



## OBJECTIVE

Be the face of the organization in customer-facing roles to increase sales and improve customer retention through professional and courteous conduct that delights customers.

## DETAILS

Date of Birth : 08<sup>th</sup> April 1979

Current Location:

Nationality : Pakistani

Karachi

## WORK EXPERIENCE

### MMC News Channel

#### Event Coverage Manager

Feb 2023 to April 2024

Karachi

## MEDIA COMMUNICATION and ADVERTISEMENT SKILLS

### ▪ Responsibilities:

- Social Media Management: Managing social media accounts, scheduling posts, and engaging with followers.
- Event Coverage: Covering events, such as taking photos and providing live updates.
- Data Analysis: Monitoring social media metrics and analytics and preparing reports.
- Experience of 1 years with MMc News channel

### H2 Region Software House

#### HR Manager/ IT Assistant

Jan 2022 to DEC 2022

### Responsibilities as a IT Assistant:

- Data Management: Managing data backup and recovery processes.
- Documentation: Preparing and maintaining documentation for IT systems and processes.
- User Assistance: Helping users with technical problems and teaching them how to use IT resources effectively.

### Responsibilities as a HR manager

An HR Manager's responsibilities include several specific tasks. These are:

- Recruitment and Hiring: Recruiting and hiring new employees, conducting interviews, and managing the selection process.
- Employee Relations: Maintaining positive relations with employees and resolving their issues.

- Training and Development: Organizing training and development programs for employees to improve their skills.
- Performance Management: Evaluating employee performance and providing feedback.
- Policy Development: Developing and enforcing HR policies and procedures.
- Compensation and Benefits: Managing compensation and benefits packages for employees.
- Compliance: Ensuring company compliance with employment laws and regulations.

**Butlers Dry Cleaning LLC**  
**Receptionist/Administrator**  
 Aug 2015 to Feb 2017  
 Dubai – UAE

**Responsibilities:**

- Responsible for all secretarial activities including attending phone calls, customer service.
- Collection and delivery of inventory
- Managed daily cash.
- Managed customer data / information.
- Collaborated with hotel managers to maximize yield.

**Ziauddin Hospital**  
**Receptionist/Admin Assistant**  
 April 2007 to Feb 2015  
 Karachi – Pakistan

**Responsibilities:**

- Responsible for managing customer-facing front office.
- Including assisting customers and answering queries in professional and courteous manner
- Responsible for administrative duties including correspondence, records, and filing.
- Preparing patients bills
- Responsible for daily collection & assisting senior if they require any help.

**EDUCATION**

- Intermediate (Pre-Medical) – Govt. College of Women, Karachi, Pakistan.
- Currently enrolled GIAIC(Governor Sindh Initiative for Cloud-Applied Generative Ai program)

**SKILLS**

- Customer orientation with professional and strong work ethic
- Strong business orientation. Always looking to upgrade customer services or prevent customers from downgrading.
- Strong inter-personal skills. Effective as individual contributor and part of team
- Overachieving, problem solving attitude. Positive thinker

**Computer Skills**

**IT Skills of communication**

Currently enroll in GIAIC full stack Web Development Program

Word Processors MS-Word

Spreadsheets MS-Excel

Database : Fox Pro,

Operating System : Dos, Windows, Microsoft office and Emails Correspondence  
Office Software: Excel, Outlook, Word, and PowerPoint.

**ISMAT FATIMA**