

# Sultan Haider

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Lahore cantt



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## MARKETING SPECIALIST

A results-driven Marketing Specialist with 2 years of experience in strategic planning, content creation, social media management, and data analysis. Proficient in digital marketing tools and collaborating with teams to achieve business goals. Proven ability to adapt and deliver measurable results.

## EDUCATION

**2019 - 2023**

**LAHORE GARRISON UNIVERSITY**

Bachelor in Business Administrator  
(Marketing)

## SKILLS

### Technical Skills

- Zoho: CRM and marketing automation
- Slack: Team communication and project management
- Zendesk: Customer support and service
- Asana: Project management
- Canva: Graphic design
- SolutionInn: Professional networking and job posting
- LaTeX: Document preparation
- SPSS: Statistical analysis

### Non Technical Skills

- Campaign Planning & Execution
- Complaint Management
- Product Marketing
- B2B & B2C Marketing
- Event Management
- Presentation & Report Writing
- Social Media Management
- Market Research and Analysis

## PROFESSIONAL EXPERIENCE

### Marketing Specialist

SolutionInn | OCT 2022 - Present

- Developed and executed integrated marketing campaigns across multiple channels, including digital, social media and email, resulting in a 30% increase in brand awareness.
- Created visually appealing and engaging content, optimizing social media profiles.
- Managed Pinterest advertising campaigns, analyzed performance, and adjusted strategies accordingly.
- Collaborated with cross-functional teams to stay updated on platform trends and engaged with the social media community.
- Monitored and analyzed campaign performance, providing insights to optimize strategies for maximum impact.
- Coordinated with the sales team to align marketing strategies with sales goals, increasing lead generation and sales revenue.
- Created content for social media and email newsletters, driving engagement and improving customer retention.

### Marketing Intern

Marketing AD & IR & Administration Department  
Pak Elektron Limited (PEL) | 04 August 2022 - 17 Sep 2022

- Develop and implement innovative marketing strategies to enhance brand visibility.
- Analyze campaign performance metrics and collaborate cross-functionally for optimal results.
- Maintain records of interactions with sales representatives, strategize market developments, and cultivate customer relations.
- Manage and coordinate office events to foster a sense of community.