



Education

MA I European Business

Studies (Majors: Marketing)

Ostbayerische Technische

Hochschule (OTH)

Regensburg I 2020

- GPA: 1.9 (highest 1.0)

BA I Business Administration

(Majors: Finance)

Karachi Institute of Economics and

Technology

Karachi I 2016

- GPA: 3.6 (highest 4.0)

Skills

General

Tools

- Ahrefs
- Loomly
- Screaming frog

Applications

- MS Office
- Google Analytics
- Notion
- Adobe Creative Suite, Canva

Languages

- English: Native, Business proficiency
- German: B1
- Urdu: Native, Business proficiency
- Hindi: Speaking proficiency

Interests

- Sports: Basketball, Swimming, Cricket, Cycling, Handball
- Travelling: Went to highest international border of the world (15,397ft)
- Model United Nations (MUNs): Earned the best delegate award for representing Norway in UNHRC

Experience

WOCOO I Marketing Specialist

Marketing department, 2022

- Through competitive research and company's interaction with the targeted audience, I was able to increase brand awareness, increase website traffic and foster customer loyalty.
- Actively engaged with the public through comments, direct messages, and mentions, responding promptly to queries, comments and concerns.
- Monitoring and assessing social media presence, content strategies and audience engagement levels.
- Planning and executing email marketing campaigns, making customer interactions effective and smooth.

Usmanramay.org I Global Marketing Manager

Marketing department, 2021 - 2023

- Developed and implemented the overall content and advertisement strategy to drive growth
- Researched latest online content/digital trends and turned them into actionable outputs (copywriting, script writing, social media post designs etc.)
- Developed and maintained customer relationship through email marketing campaigns and was successful in getting 50% of the total audience for one of the workshops.
- Continuously tracked and measured the results of all content marketing activities to optimize the sales funnel from customer acquisition to retention.
- In addition to the role, I was also responsible for SEM/SEO on-page and off-page search engine optimization of the company's official website and social media handles.

Extreme Commerce I Product Developer and Account Handling

Amazon Virtual Assistant FBA, 2021 – 2022

- Acted as a brand building strategist, specializing in design and value additions, to enhance the company's brand and product offerings
- Oversaw sourcing, inventory planning, quality control as well as calculated landing costs and Amazon fees.
- Handled brand registry cases to maintain and enhance the company's brand image on Amazon
- Provided in-depth guidelines for listing frontend and retail readiness and optimized listings for the backend
- Ensured PPC readiness

Power Technology Research (PTR) I Thesis Student

Marketing department, 2019-2020