

SYEDA HIRA SAFDAR

PROFILE

A hardworking and self motivated professional, having multicultural work experience in marketing and admin roles. Currently pursuing Masters in Digital marketing and passionate about learning new skills. Seeking for an opportunity to work in digital marketing position.

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QUALIFICATION

Msc Digital Marketing
Northumbria University,
London,UK

Jan 2023

Bachelor of Business
Administration
Bahria University, Karachi,
Pakistan

SKILLS

MS Word

MS Excel

Presentation Design

Office Administration

Infographic Design

Canva

Campaign Design

Google Analytics

Semrush Tools

Websand

LANGUAGE

English

Urdu



WORK EXPERIENCE

Marketing Intern, RenewRisk, UK

Present

- Performing market analysis and research on the latest trends.
- Finding business development and digital marketing opportunities.
- Finding Investors and sending pitch decks via email.
- Creating investor data base on excel.

Office Administrator, Al Wazan Group, UAE

03/2018-09/2018

- Create and update personnel and financial records on MS Excel.
- Organize and schedule meetings, agendas and appointments as advised.
- Client support over phone, emails and fax.
- Applied advanced administrative and analytical skills to manage daily operational activities
- Kept record of office supplies and equipment use to budget and order new supplies.

Facilities Administrator, Morganti Group. Inc, UAE

03/2017 -06 2017

- Organized and scheduled facilities management services for Saadiyat beach villas.
- Managing and updating the daily work flow on Maximo.
- Preparing and renewing annual maintenance contracts for the villa owners.
- Schedule the PPM and other maintenance services on daily basis.
- Prepared action plans to establish procedures for emergency situations.
- Assisted manager in material procurement and sending quotations to clients.

Assistant Business Dev. Manager, MS Global Inc. Pakistan

08/2015 -09/2017

- Planning and implementing sales and marketing strategies.
- Actively marketing and promoting the business through variety of platforms.
- Identifying new markets and business opportunities.
- Managing sales pipeline, preparing and sending contracts to the clients.
- Constant Evaluation, training and development of team.
- Working closely with software and marketing teams.

Marketing research Intern, Lotte Chemicals Ltd, Pakistan

02/2014 -07/2014

- Brief Market Research for a new product.
- Local and International Vendor Research
- Verbal/ Nonverbal communications with local/ International vendors.
- Preparing weekly research reports.

Extra Curricular Activities

- Worked as an active member of Bahria Society of Professional Communication (BSPC).
- Organized a retail exhibition "Karachi Fiesta" at Bahadurabad club, Karachi.
- Launched a retail business named "Danzzeh's" at Karachi fiesta, held at Bahadurabad club, Karachi.
- Organized and volunteered several events at the university