

Hiba Shaukat

Karachi, Pakistan | hiba1shaukat@gmail.com | +92 332 7964197 | [LinkedIn Profile](#)

SUMMARY

As a BBA student in my junior year with a strong academic track record, I am actively seeking part-time remote opportunities in Social Media Management or Marketing. I am dedicated, reliable, and a hardworking team player with a resourceful approach to problem-solving. I am eager to leverage my skills and gain practical experience in the business field to build a successful career.

EDUCATION

| | |
|---|------------------|
| Institute of Business Management – Bachelor of Business Administration | Aug 22 - Present |
| Premiur College – Intermediate, Commerce | Aug 20 – Aug 22 |
| Trueman School System – Matriculation, Science | Aug 18 – Aug 20 |

WORK EXPERIENCE

Sales and Marketing Intern | Pakistan Agriculture Research | June 2024 - August 2024 | Karachi, Pakistan

- Managed and Created a comprehensive content calendar for social media, contributing to a **+40.4%** increase in Facebook reach, **+60.8%** increase in Instagram reach, and a **+1656.44%** boost in LinkedIn engagement.
- Contributed to the development of go-to-market strategies, including market analysis, enhancing brand visibility.
- Developed and implemented sales strategies that increased lead generation and client acquisition, including writing press releases and scheduling product demos.
- Conducted sales calls and crafted email campaigns, effectively building long-term client relationships and enhancing communication efficiency.

HR Intern | Edon Link Pvt. Limited | September 2023 - November 2023 | Karachi, Pakistan

- Assisted in the recruitment process by screening resumes, and scheduling interviews, helping to fill positions with qualified candidates efficiently.
- Organized and maintained tracking spreadsheets, improving office workflow and organization.
- Led a team of interns by assigning tasks, providing guidance, and resolving challenges, ensuring smooth workflow and productivity.

Branch Banking Intern | Meezan Bank Limited | June 2023 - July 2023 | Karachi, Pakistan

- Assisted in streamlining the account opening process, resulting in a **15%** reduction in processing time
- Maintained accurate records of outward return cheques, ATM card issuances, and chequebook deliveries, ensuring a **98%** error-free rate in documentation
- Collaborated effectively with branch team members, contributing to a **20%** improvement in overall customer service satisfaction

Marketing Team Member | Kreadevs | March 2023 - June 2023 | Karachi, Pakistan

- Designed and executed targeted email marketing campaigns, resulting in a **25%** increase in lead conversions
- Crafted personalized content that engaged prospects, driving a **15%** boost in overall revenue

EXTRA-CURRICULARS/ LEADERSHIP

Vanquishers IoBM Sports Society – HR Executive | Sports Festival '24 | Jan 23 – APR 24

- Managed over 200 society members during the inter-society sports festival
- Developed promotional strategies and innovative ideas to enhance event visibility and engagement

Institute of Business Management – Volunteer | Open House Event | Dec 23

- Assisted in hosting and guiding students from various colleges during the campus open house
- Provided insights into campus life, contributing to a welcoming and informative experience for prospective students

Pakistan Agriculture Research (PAR) – Representative | International Food & Agriculture Exhibition | Aug 24

- Engaged with potential customers and pitched PAR's newly launched Cotton Dashboard
- Effectively communicated product benefits, leading to increased interest and follow-up inquiries

LANGUAGE, SKILLS/ SOFTWARES, AND CERTIFICATION

Languages: English, Urdu, Arabic.

Skills: Google Analytics, Premiere Pro, Trello, Canva, Meta Business Suite, Buffer, Microsoft Office Suite.

Certifications: Fundamental of digital marketing by Google, Explore Human Resources Virtual Experience Program by GE Aerospace.