

Namra Hassan Mohani

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Digital Marketing | Social Media Management | Customer Care

Education

KHADIM ALI SHAH BUKHARI INSTITUTE OF TECHNOLOGY	Karachi, Pakistan
MBA – Major Marketing	Sep, 2023 – Jan, 2025

JINNAH UNIVERSITY FOR WOMEN	Karachi, Pakistan
BS. Commerce – Major HR	Jan, 2017 – Dec, 2020

Professional Experience

LUMINA CROCKERY & CUTLERY	Karachi, Pakistan
Jr. Marketing & Social Media Manager	May, 2025 – Present

- Develop and execute **marketing strategies** focused on long-term brand building and positioning.
- Plan and implement **brand awareness campaigns** to strengthen market presence.
- Create **engaging social media content** by leveraging current trends and audience insights.
- Manage and optimize **social media platforms** including Facebook, Instagram, and TikTok to drive engagement and growth.
- Design and execute **Meta paid ad campaigns**, targeting the right audience to maximize ROI.
- Provide **data-driven insights and recommendations** to support sales generation and business growth.
- Create and optimize targeted audiences on Meta.
- Plan and create content calendar for social media platforms
- Create graphics and videos using Canva for social media posts.
- Manage and respond to comments and messages on Facebook and Instagram, ensuring prompt, personalized, and engaging communication.
- Utilize WhatsApp Business to engage with potential customers, respond to inquiries.
- Oversee the end-to-end social media marketing process, from content creation to performance analysis.

LALANI & ASSOCIATES	Karachi, Pakistan
Social Media Manager	Aug, 2024 – Apr, 2025

- Manage and execute social media campaigns across Meta platforms, ensuring alignment with business objectives.
- Create and optimize targeted audiences on Meta and LinkedIn.
- Develop and deliver engaging social media content.
- Plan and create content calendar for social media platforms
- Create graphics and videos using Canva for social media posts.
- Manage and respond to comments and messages on Facebook and Instagram, ensuring prompt, personalized, and engaging communication.
- Generate 100+ eligible organic leads monthly through LinkedIn.
- Conduct organic outreach across multiple platforms to expand brand awareness and engagement.
- Collaborate closely with managers and graphic designer to ensure clear communication and cohesive social media creatives.
- Oversee the end-to-end social media marketing process, from content creation to performance analysis.
- Utilize WhatsApp Business to engage with potential customers, respond to inquiries, and generate qualified leads.

LALANI & ASSOCIATES	Karachi, Pakistan
Customer Care Executive	Jun, 2024 – Aug, 2024

Customer Interaction:

- Handle incoming 100+ daily customer inquiries through channels of phone, email, chat.
- Provide detailed and timely information regarding 5 products, and company policies.
- Resolve customer complaints and concerns efficiently and effectively.

Departmental Collaboration:

- Coordinate with sales, marketing, and 3 different counseling departments to address customer needs.
- Escalate complex issues, 7 – 8 on daily average, to appropriate departments for resolution.
- Deliver feedback on customer interactions to improve internal processes.

Process Improvement:

- Identify opportunities to enhance customer service processes and procedures.
- Contribute to the development of customer service training materials and resources.

Data Management:

- Maintain accurate and up-to-date customer records on CRM.
- Generate report on daily basis.

JINNAH UNIVERSITY FOR WOMEN

Cooperative Lecturer

Karachi, Pakistan

Feb, 2022 – Jan, 2024

Teaching & Learning:

- Develop and deliver engaging daily lectures.
- Create and update course material, including curriculum, assignments, and assessments for different business subjects.

Administrative Duties:

- Participate in student counseling, and member of Board of Studies.
- Contribute to yearly student recruitment and admissions processes.
- Keep accurate student records and academic documentation for 4 different batches of Students.

THE HELPACE

Sales Representative & Customer Support

Karachi, Pakistan

Jan, 2021 – Dec, 2021

Bidding & Proposals:

- Develop winning proposals for projects, in the niche of designing, videography, streams.
- Research for Potential Clients daily on different Social Media and generating cold emails, chats.

Platform Management:

- Maintain portfolios for the company's Fiverr account, 1 Instagram handles.
- Track bidding metrics, conversion rates and project win rates to optimize performance.

Client Communication:

- Present accurate information to customers regarding services of the firm.
- Rectify customer's objections and issues for 5 permanent clients efficiently and effectively.
- Keep up with 10 + customers to foster long-term relationships.

Thesis (Research based)

(WIP)

Assessing Celebrity Endorsements on Customers' Intention to Purchase: A Parallel Mediation Model

Based on the Theory of Planned Behavior, with YouTube as an Advertisement Channel and Advertisement Recall as a New Mediating Variable

Certifications & Courses

Instagram Marketing,

Fundamental Facebook Business Manager,

Introduction to Digital Marketing

Additional

Software Skills:

1. Meta Applications
2. CRM Software
3. Microsoft Office Suite
4. Sales Navigator- Scooping
5. Canva
6. Multiple Ai Tools

- **Interests:** Digital Marketing, Social Media Management, Ads Management, Product Marketing/Branding, Ai tools

Reference

Ms. Nazleen Vency

Business Manager at Lalani & Associates

Nazleen@lalaniassociates.com.pk