



# ARFA JAMSHAD

## CONTACT

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Backa Gothenburg

## EDUCATION

Lunds University – Helsingborg, Sweden  
Master of Science in Service  
Management  
Specialization: Culture and Creativity  
Management  
Graduation: 2023

Kinnaird College for Women – Lahore,  
Pakistan  
Bachelor of Arts (Hons) in Media Studies  
Course Content: Development  
Communication, Online Journalism,  
Media Management & Marketing,  
Advertising Theory & Practice  
Graduation: 2016

## SKILLS

- Project Management
- Public Relations
- Creative Writing
- Time Management
- CANVA, CapCut
- Effective Communication
- MS Office
- Adobe Photoshop

## LANGUAGES

- English (Fluent)
- Urdu (Fluent)
- Swedish (Beginner)

## PROFILE

Creative and results-oriented media and communications professional with over 4 years of experience in content creation, public relations, social media management, and graphic design. Expertise in developing compelling content strategies, designing promotional materials, and building brand presence across multiple platforms. Proficient in Microsoft Office, Canva, IBM SPSS, and social media tools. Adept at leveraging communication strategies to enhance customer engagement, increase brand visibility, and drive business growth

## WORK EXPERIENCE

### NAVAFIZ Management, Dubai (Present)

- Assist job seekers in their job search by providing guidance and support.
- Manage and update Google Sheets to track candidate information and job applications.
- Coordinate with employers and candidates to schedule interviews and follow-ups.
- Handle email communication and respond to inquiries related to job opportunities.
- Maintain organized records and ensure data accuracy for recruitment processes.
- Support administrative tasks to enhance business operations and efficiency.

### Health Capacity Nordic AB – Helsingborg, Sweden

Content Creation Intern | Jan 2023 – Apr 2023

- Created 12 engaging blog posts on health and wellness topics, including "picky eaters," leading to a 20% increase in site traffic.
- Translated the company website from Swedish to English, ensuring clarity and accessibility for a wider international audience.
- Developed content for social media platforms to increase online engagement and awareness.

### Jobee.PK – Lahore, Pakistan

Public Relations Assistant | Nov 2016 – Jan 2021

- Designed promotional materials (posters, banners, pamphlets), improving brand visibility and customer reach by 25%.
- Assisted in drafting and editing press releases, newsletters, and announcements, contributing to a 15% improvement in customer communication and relations.
- Managed social media accounts, growing followers by 30% through consistent, targeted content.
- Responded to customer inquiries via email and social media, ensuring timely resolutions and building customer loyalty.

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## **ADDITION INFORMATION**

- **Content Creation:** Writing, editing, blog posts, articles, newsletters, social media content.
- **Graphic Design:** Canva, Adobe Photoshop (basic).
- **Public Relations:** Press releases, customer communications, media outreach.
- **Social Media Management:** Facebook, Instagram, Twitter, LinkedIn.
- **Data Analysis:** IBM SPSS Statistics.
- **Microsoft Office:** Word, Excel, PowerPoint.
- **Languages:** Fluent in English and Urdu (spoken and written).

**References can be established on demand.**