



Meesam Abbas

Marketing and Administration Professional

☎ +92 31 23210174
☎ +92 21 35184709
✉ shaikh.meesam@yahoo.com
📍 Flat No: 813, Clifton
Condominium, Khi

Education

MBA - Marketing
IQRA University - 2020

Bachelors of
Commerce
University of Sindh - 2016

Professional Skills

- Adwords And Analytics
- Social Media Marketing
- Web Content Development
- Paid Search - PPC
- Display & Video Advertising
- Project Management
- Market Research
- Email Marketing
- Digital Strategy Formulation
- Corporate Blogging
- Social Media Graphics

Language

✓ English
✓ Urdu
✓ Sindhi
✓ Persian

Professional Profile

A Diverse working background in multi-functional area including Marketing, Human Resource and Accounts, and also, a proven record of business development of almost four years experience with much to offer.

Experience

► Administration Manager - Lodestone School System June 2018 - Currently Working

- Planning and coordinating administrative procedures and systems, and devising ways to streamline processes.
- Recruiting and training personnel and allocating responsibilities and office space.
- Assessing staff performance and providing coaching and guidance to ensure maximum efficiency.
- Maintaining inventory of office supplies and the purchase of new material with attention to budgetary constraints.
- Monitoring Marketing and Accounts department, and coordinating with HR and finance department with payroll generation and monthly financial statements.
- Ensuring smooth and adequate flow of information within the organization to facilitate other business operations.
- Fostering cross-functional relationships and Regularly meeting employees for progress reviews and assessments to Promote a positive and open work environment where employees feel comfortable.

► Marketing Executive - Limpton Group of Companies Sep 2017 - May 2018 | Nine Months

► Social Media Intern - The Professionals Sep 2016 - Feb 2017 | Six Months

Certificates and Awards

- ★ Blog Writing | IBA Karachi
- ★ Adwords | Google Ads Academy
- ★ Analytics | Google Ads Academy
- ★ Certificate of Appreciation - IQRA University
For Organizing *IU Executive Talks* - Sponsored by Pak Suzuki