

Hasmeen Fatima

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UNIVERSITY RELATIONS ASSOCIATE

Dynamic and results-oriented University Relations Associate with a proven track record in fostering partnerships, organizing events, and implementing strategic marketing initiatives. Skilled in client servicing, training, and networking. Adept at managing multiple projects simultaneously and adapting to evolving priorities in fast-paced environments.

KEY COMPETENCIES

- Event Management
- Strategic planning
- Client relationships
- Canva
- SLATE
- MailChimp
- MS-Excel
- Outlook
- Email marketing
- Public speaking & Counselling
- Interpersonal skills
- Outreach management

WORK EXPERIENCE

Globally Recruit

University Relations Associate

May 2023 - Feb 2024

- Worked as a representative for Saint Louis University, USA, fostering effective communication and boosting student engagement.
- Managed virtual and on-ground events, including logistics, venue securing, and seamless execution.
- Coordinated with enrollment management team for efficient student application processing.
- Developed and executed impactful email marketing campaigns and influencer marketing, resulting in increased student engagement.
- Created collaterals such as banners, posters, merch and promotional materials to enhance brand visibility and attract prospective students.
- Established and managed industry networks, identifying new partners and cultivating mutually beneficial relationships to drive business growth.

Excelerate

Project head Intern

Jan 2024 - Feb 2024

- Led and supervised teams of interns at Excelerate's Business Consulting and Innovation & Entrepreneurship Department.
- Conducted orientations, organized meetings, monitored tasks, and ensured timely deliverables.
- Facilitated communication and collaboration among team members to optimize project efficiency and effectiveness.
- Monitored intern progress, providing timely feedback on deliverables to enhance performance.

Excelerate

HR Reviewer Intern

Sep 2023 - Dec 2023

- Conducted thorough reviews of resumes and internship applications, assessing candidate qualifications and suitability for various roles.
- Entering, updating and reviewing data and records on a daily basis.
- Identified areas for enhancing efficiency in the application review process and proposed questions to be added for better evaluation.

EDUCATION

Jagran College of Arts, Science & Commerce

05/2020 - 05/2023

Bachelor's in Commerce & International Marketing

LANGUAGES

Hindi, *Proficient*

English, *Proficient*

CERTIFICATES

E & ICT Academy, IIT Kanpur

24/05/2023 - 29/05/2023

Student development program, Data Analytics

INTERESTS

- Market analysis
 - Designing & Editing
 - Photography
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