

# Syeda Dur-e-Sameen Zehra Rizvi

## Digital Marketing Trainee



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### Profile

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Passionate and motivated marketing enthusiast with proven expertise in social media marketing, customer relationship management, and entrepreneurial ventures. Currently pursuing a **Bachelor of Science in Accounting & Finance**, equipping me with strong analytical and financial skills alongside business acumen. Known for adaptability, creativity, and effective communication, with a continuous learning mindset and eagerness to make a positive impact in professional environments.

### Professional Experience

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07/2025 – 08/2025     **Digital Marketing Intern**  
Karachi, Pakistan.     *JS Global Capital Limited*

### Education

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2020     **Matriculation**  
Karachi, Pakistan     *The Vision School*

2020 – 2022     **Intermediate in Commerce**  
Karachi, Pakistan     *Khatoon-e-Pakistan Government Degree College For Women*

02/2023 – 03/2027     **BS Accounting & Finance**  
Karachi, Pakistan     *Muhammad Ali Jinnah University*

### Skills and Expertise

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#### Marketing & Business

- Social Media Marketing
- Digital Marketing Strategy
- Customer Relationship Management (CRM)
- Market Research & Analysis

#### Technical & Digital

- Microsoft Office Suite (Word, Excel, PowerPoint)
- Social Media Platforms (Facebook, Instagram, LinkedIn, etc.)
- Digital Analytics

#### Soft Skills

- Communication
- Team Collaboration
- Problem Solving
- Adaptability
- Project Management

#### Entrepreneurial Skills

- Business Development
- Strategic Planning
- Risk Management

## Certificates and Achievements

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### Effective Presentations

- HP LIFE (HP Foundation) – Verified
- Date: August 21, 2025 | Certificate ID: 936ee5a2-4697-4f96-ac7e-ffc3be3c04bc01
- **Skills Gained:** Presentation Skills, Audience Analysis, Persuasive Communication, Presentation Design

### Customer Relationship Management

- HP LIFE (HP Foundation) – Verified
- Date: August 19, 2025 | Certificate ID: 354d473e-f9fe-1443-d838-8f7b0885c153
- **Skills Gained:** Customer Analysis, CRM Strategy, Business Development, Customer Retention

### Industrial Insight Symposium: Bridging Industries Through Oral Communication

- Mohammad Ali Jinnah University – Verified (Presenter)
- Date: June 13, 2024
- **Skills Gained:** Public Speaking, Industry Analysis, Communication, Presentation Skills

### Social Media Marketing

- HP LIFE (HP Foundation) – Verified
- Date: July 23, 2025 | Certificate ID: 9e5df829-f25e-4ae8-b576-cf0cd6af7860
- **Skills Gained:** Social Media Strategy, Digital Advertising, Campaign Management, Target Audience Analysis

### Certificate in Fundamentals of Digital Marketing

- Google Digital Garage – Verified (2024)
- **Skills Gained:** Digital Marketing, SEO Basics, Online Advertising, Analytics, Content Marketing

### Certificate of Appreciation – Seminar Participation

- Mohammad Ali Jinnah University – Verified (Participant)
- Date: June 8, 2024
- **Skills Gained:** Professional Development, Academic Excellence, Continuous Learning

## Projects

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### Entrepreneurship Project – Tote Bags Business

- Founded and managed a custom tote bag business integrating cultural Urdu calligraphy with modern design.
- Conducted market research, identified customer preferences, and developed social media campaigns.
- Managed full business cycle from production to customer delivery, gaining entrepreneurial and marketing experience.

### Marketing Project – Digital Marketing Campaign

- Designed and executed a social media marketing campaign as part of coursework.
- Applied digital advertising strategies to increase brand awareness and engagement.
- Gained practical exposure in campaign planning, audience targeting, and performance analysis.

### Introduction to Business Finance Project – Apple Inc. Financial Analysis

- Conducted a detailed financial analysis of Apple Inc.
- Evaluated revenue, cost structures, and profitability to understand financial performance.
- Presented findings in a structured report with actionable insights.

### Financial Management Analytics Project – Ratio Analysis

- Performed ratio analysis and in-depth financial evaluation.
- Analyzed liquidity, profitability, and solvency ratios to assess financial health.
- Provided strategic financial advice and recommendations for improved performance.