

# Seemab Butt

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PIA Road, Johar Town, Lahore, Pakistan



## Education

MBA Marketing FAST NUCES	2019 - 2021
BBA (Hons.) Marketing University of Education	2015 - 2019
I.Com Wapda Town Degree College	2013 - 2015

## Professional Experience

### Vairt

September 2023 – April 2024

- Working as a Digital Marketing Executive.
- Manage all digital marketing channels.
- Managing, guiding and training of the digital marketing team and motivate them to achieve their goals.
- Develop team strengths and improve weaknesses.
- Identify team goals and evaluate team progress.
- Develop and execute email marketing campaigns to drive customer engagement and conversions.
- Design and create email templates for various campaigns.
- Sending graphics requests to designers.
- Compiling email lists.

### Infinite Group

January 2022 – May 2023

- Worked as PR and Marketing Executive.
- Keeping editorial calendar.
- Uploading posts/content on all social accounts.
- Assisting in organizing & executing PR campaigns.
- Provide support to the marketing dept. identifying industry trends.
- Coming up with Ideas relating to blogs/SM posts
- Assisting the manager in organizing, planning, and attending Events.
- Participate in brainstorming sessions and come up with ideas.
- Drafting PR & marketing content, getting it designed by the designer.
- Making monthly social media report.
- Maintaining contact database and mailing list with updates.
- Coordinate with all the departments and act as a liaison.
- Conduct research to support PR Planning.

### Options Restaurant

November 2018 – January 2019

- Worked as Marketing Intern.
- Keeping editorial calendar.
- Uploading posts/content on all social accounts.
- Making monthly social media report.
- Maintaining contact database and mailing list with updates.

### Shaukat Khanum Hospital

August 2018 – October 2018

- Worked as HR intern.
- Update internal databases with new employee information like contact details.
- Collect the documents from newly hired doctors and arrange them into their files.
- Issue new intern cards. Screening resumes and application forms.
- Support HR department daily activities by performing small tasks.
- Online course on "Foundations of Business Strategy" from "Coursera".

## Skills

- Social Media Management
- Social Media Marketing
- Public Relation
- MS Office