

**MASOOMA**

**PERSONAL INFORMATION**

United Arab Emirates

Masooma.374619@2freemail.com

15-02-1987

Pakistani

Skills

Team Management Interpersonal communication

Functional Environment

Motivational Skill

Willingness to Learn

Initiative & Innovation

Expertise

Advertising & Branding Social Media Strategies

Marketing Campaigns

Media Planning & Budget

Communications & Media

Relations

* **VALID DRIVING LICENSE**

**Marketing & Communications**



**To succeed in an environment of growth and excellence and earn a job which provides me job satisfaction and self-development and help me to achieve personal as well as organization goals**.

ACHIEVEMENTS



Successfully implemented marketing and branding campaigns with in allotted parameters of budget – Dubai



Initiated competitive analysis figures through market research and design the branding strategies to boost sales.



Produce the compelling content for social media platforms and networks with measurement of traffic at regular intervals.  Received appreciation at successful completion of all exhibitions.



PROFESSIONAL QUALIFICATIONS

 Social Media Marketing Course

**Dm3 Institute - Dubai—2015**

Digital Marketing Diploma



**Shaw Academy- UK (Online) - 2015**

PROFESSIONAL EXPERIENCE 1



Marketing & Brand Executive

**FALCON PACK GROUP – Sharjah, UAE**

**April 2013 – TILL DATE**

***Marketing Function****:*

**Advertising** and **Brand identity** or corporate image tactics promotion.Developing and completing brand plans and support in development of distribution. Supervise brand content



Design and develop **branding and communications** plan  Assist in all **exhibitions and events/ sponsorships**



Create **content** for social media and digital communications. Management of all correspondence in terms of media or agency relations in order to implement all plan successfully.



Monitoring of all communications and branding programs.



Assist in al brand presentations for designing brand strategy



Ensure all developed **branding programs** for a variety of B2B clients.



Design and implement **Annual Budget** for communication plan.



 Assist in promotional content both for print media and electronic media, design to implement Preparation of monthly plan considering capacities,

. Conceptualize strategic initiatives and implement details of a campaign Plan, develop and direct marketing efforts for a particular brand or product Coordinate trade fairs and prepare briefing materials

 Manage **Customer relations** along with regular response for inquiry.

PROFESSIONAL EXPERIENCE **2**



Business Development & Communications Executive

Channel Developers. – Lahore, Pakistan

**SEP 2008 – DEC 2011**

***Job Responsibilities****:*

Manages and participates in planning, developing ,recommending and implementing **consumer** **behavior research** programs for branding strategies.



Responsible of working and monitoring the projects, hiring of brand Promoters for BTL campaigns.



 Execute and manage of branding, **advertising** and communications **programs**.

Design and develop **Brand recognition campaigns** including ATL/BTL.



 Coordinate and **Manage media** and public interest to generate coverage and maintain awareness Forecast and track marketing, advertising, analyzing collected data SWOT analysis through research.



**Measure and assess** customer approach towards brand.



Effectively track the post advertising.



**Major Projects:**

1. I handled campaign of **Prince Biscuit** as **BTL activation** of the brand and developed brand recognition among the rural areas according to the target audience compatibility.



1. I have worked for **Sun silk** on its **visual merchandising and store interception** with the help of

promoters which develop direct interaction with the consumers and come up with most beneficial results of campaign.



1. I have worked in the campaign for kids by developing the importance of cleanliness and power of **Surf Excel** in **achieving this target** by using tag line “ stains are good”
2. Prepared a brand building campaign for the brand **Maggi** noodles among its target audience to enhance the awareness and **brand loyalty** of this product through various tools and techniques of BTL activation.



1. **Sucral** is a sweetener and its competitor is canderal so we planned our work and activities accordingto targeted areas and audiences, we hit the consumer through **direct contact, float operations** etc.
2. I have worked on **Lifebuoy** campaign and prepared all BTL activities among rural areas through float operation, store merchandising, direct consumer contact also enhancing **product features.**



PROFESSIONAL EXPERIENCE 3



Communications Representative



Hygrade International. – Lahore, Pakistan

**APR 2007 – AUG 2008**

***RESPONSIBILITIES*:**

Prepare institutes complete **profile** with regular updates



Gather data on competitors and **analyze** their programs.



Plan and track all **office administration**.



 Prepare presentation and implement **communication plan**

Work for the business development through public relations approach.



Assist in planning of **events and meetings**; establish effective working relationship with industrial bodies



Assist in providing back up support in all operations & administration work of the department,

**Evaluation** of courses for the transfer students.



Arranging and setting up interviews and schedule competency exam session.



Supervision of **website** information and update on regular basis as well respond to all online inquiries. Assist in content creation for all communication channels



PROFESSIONAL SKILLS & IT PROFICIENCY



***COMPETENCIES:***

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  |  | Organizational skills | Leadership | Attention to detail |  |
|  |  |  |  |  |  |  |  |  |
|  |  | Presentation skills | Social media | Marketing campaigns |  |
|  |  | Communications skills | Brand management | Analysis/reporting |  |
|  |  | Time management | Research formulation | Media planning |  |
|  | ***IT AND TECHNOLOGY*** |  |  |  |  |
|  | . |  |  |  |  |  |  |
|  |  | Microsoft office suite | Social Media | Online Research Tactics |
|  |  |  |  |  |  |  |
|  |  | CRM | Hoot Suite | Business Communication |  |
|  |  | Email Writing | E-Commerce | Data/File Management |
|  |  | ***LINGUISTIC SKILLS*** |  |  |  |  |  |
|  |  |  |  |
| English and Urdu | Fluent |  | Read/write/speak |



ACADEMIC QUALIFICATION

|  |  |
| --- | --- |
| MSc – Master of Communications ---- CGPA 3.82/4 | **96%** |
| **Specialization:** Advertising and Public Relations |  |
| University of Punjab – Lahore, Pakistan--- 2009 to 2011 |  |
| BA (Hons) – Bachelor of Communications------CGPA 3/4 | **80%** |
| **Specialization:** Mass Communications |  |

Forman Christian College – Lahore, Pakistan---2005 to 2009

**Reference will be furnished on demand**