

BATOOL

Sharjah U.A.E.
Nationality: Pakistani
Gender: Female
Marital Status: Single
Visa status: Visit Visa (1-11-2017 to 27-01-2018)
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**CAREER OBJECTIVE**

Seeking a job in a reputable organization with the aim to provide intellect of hard-working, creativity, teamwork and knowledge and serve with sincerity.

**CURRICULUM VITAE**

**WORK EXPERIENCE**

* **Mall Concepts, (PARK TOWERS SHOPPING MALL) – Karachi, Pakistan Dec 2016-June 2017**

**Marketing Executive|** To communicate with clients of the mall, planning, and execution of activities, festivals, and events within the mall arrange media for coverage of events.

Duties and responsibilities include following details:

* Event/Activity Marketing
* Marketing of Brands within the mall
* Food Court Marketing
* Event/Activity Planning
* Event/Activity Execution
* Developing proposals for partnership and proactively taking new initiatives
* Vendor Dealings
* Guiding Operations Department about Events/Activities
* Maintaining Park Towers Facebook page live
* To communicate with clients of mall
* Build and manage relationships with bloggers and media houses
* Arranged events e.g. (Hunza festival, pet show, women’s day with bloggers, kids fashion show, lawn exhibition, AHAN festival, storytelling, Sindh festival etc)
* **CINE-PLUS MEDIA (CINEMA ADVERTISING AGENCY) Sep 2014- Sep 2016 – Karachi, Pakistan**

**Assistant Marketing Manager |**Did many activities in Marketing and PR departments,

* Undertaking various tasks including Consumer Surveys and also prepared a strategy Paper for PR activities of a Client.
* Acquiring business from national and multinational clients for exhibition of their commercial in Digital media and preparing of strategy papers for PR activities of various clients.
* Establishing & maintaining relations with new clients & retention of existing clients.
* Contacting potential clients via email or phone to establish relationship and set up meetings
* Re-approaching our past clients.

**PROFESSIONAL QUALIFICATIONS**

* **MASTERS** | Mass communication
Aawaz institute of media and management Sciences (Affiliated with University of Karachi) 2016
**GPA: 3.7 (81.25%) (Elective subjects are Advertising and PR)
Division: First**
* **GRADUATE** |Commerce
Govt. college of commerce & economics
June 2013

**Division: Second**

* **INTERMEDIATE** | Pre-medical
Govt. college for Women, sharah-e-liaquat
May 2010

**Division: Second**

* **MATRICULATION** | Science GroupExcellence Model Secondary School, kharadar
August 2007

**Division: First**

**SKILLS**

* **FLUENT ENGLISH|**IELTS score 6.0 September 2017
* **CIT (Certificate of Information Technology) |** MOC (Microsoft office computing), office Automation using Microsoft office 2010(Excel. Word, PowerPoint), Photoshop, Flash, Illustrator. Dreamweaver and Visual basic from Noor College of Professional Education. February 2014
* **COMMUNICATION|** I have experienced written and oral communication skills, I can write professional letters, invitations, pitching reports, pre and post presentations/reports of projects, Press releases, copywriting (punch lines/ Catchy lines).
* **MEDIA PLANNING|** I have experience in arranging media coverage as I was responsible for arranging media at Park Towers. In many events, I have approached more than 10 news channels, bloggers, FM and web TV coverage.
* **INTERVIEW EXPERIENCE|** At National stadium Karachi for final semester’s assignment of Public Relations, Interview was taken from Tuaseef Ahmed Pakistan cricket team legend and coach
* **CAMPAIGN DESIGNING |** Designed a campaign for final semester’s Advanced Advertising assignment, in which I planned objectives, strategy, creative copywriting for (print, TV, and radio), media planning and execution.

**HOBBIES**

* **INTERSET** | Surfing Internet, Social networking apps, and Games.
* **BOOKS** | Reading Books