**JAVERIA**



**Email:** **javeria.374930@2freemail.com**



**Objectives:**



To works for a progressive organization availing a challenging opportunity where I can utilize my education and professional experience for a growth Oriented careers and to increase the performance and growth of the organization with honesty.



**Personal Information:**



|  |  |  |
| --- | --- | --- |
| **Nationality** | **:** | **Pakistani** |
| **Residence** | **:** | **Sharjah , UAE** |
| **Visa Status** | **:** | **Tourist visa** |
| **D-O-B** | **:** | **18 July 1992** |
| **Marital status** | **:** | **Single** |
| **Gender** | **:** | **Female** |
| **Languages** | **:** | **English, Urdu, Punjabi** |



**PROFESSIONAL EXPERIENCE**



**HUMAN RESOURCES MANAGER – January 2012 - 2014**



Responsible for the company’s entire recruitment process, and for interacting with all levels of managers concerning HR projects, policies and operational decisions.



* Overseeing the full recruitment cycle, in particular contract preparation.
* Providing specialist information and guidance to employees and managers on HR policy and practice and employment law.
* Managing the annual salary review process for the company.
* Promoting equality and diversity in the recruitment process.
* Ensuring that all company policies and procedures are up to date in line with current employment law.
* Supporting supervisors to ensure the success of their teams.
* Ensuring that the correct recruitment and selection procedures are adhered to.
* Controlling costs and ensuring that they do not exceed budgets.
* Managing pay-roll operations.
* Advising on staff promotions.
* Processing immigration paperwork for work permits.
* Assisting with day-to-day HR related questions.
* Conducting interviews and reference checks on job applicants.
* Keeping up to date with legal developments.
* Investigating disciplinary and grievance matters.
* Developing HR policies.
* Manage maternity leave requests and administration.
* Planning, and delivering, training, including inductions for new staff.





**SENIOR MAKETING SALES EXECUTIVE – January 2014 – 2017 (ICM Riyadh)**



Four years experience in multinational company with the CRM Manager to create and implement the Direct Marketing strategy for the company. As a Marketing Executive performs tracking daily performance, keeping aware of competitor performance, supervising direct marketing teams, working with Direct Marketing officers, Compiling reports, assisting in marketing campaigns, analyzing marketing data and coordinating with and briefing other departments.



* Work with the digital team to ensure that there’s brand consistency across all campaigns and messages
* Assist with the implementation and execution of email marketing campaigns
* Help to create and test new email marketing templates and direct marketing communications
* Report on customer trends that relate to the company
* Analyze and report on the success of direct/email marketing campaigns
* Create quality content and proofread any copy that needs reviewing
* Conduct detailed competitor analysis reports for the direct/email marketing manager
* Assist with the day to day administration tasks
* Assist with the management of the email database, checking the quality of the email addresses
* Sending targeted campaigns to specific individuals based on lead scoring.
* Analysis of data with which to base campaigns on.
* Maintenance of the lead database ensuring all leads are fully qualified.
* Establishing criteria for the qualification of leads.
* Amending lead qualification following the analysis of campaign data.
* Making sure all direct marketing falls within brand guidelines.
* Ensuring all direct marketing campaigns stay within budget.
* Reporting on campaign KPI’s and overall return on investment.
* Preparing and implementing schedules for all direct marketing campaigns.
* Ensuring all campaigns are sent on deadline and within budget.
* Motivating the sales team to achieve the best results possible.
* Setting activity and revenue targets for members of the sales team.
* Continual training and development of all members of the sales department.
* Attending key meetings with members of the sales team.
* Working on account management plans with the sales account managers.
* Identifying key areas for improvement in the sales process.
* Spotting market opportunities for new customers.
* Attending monthly meetings with other senior members of the business.
* All aspects of recruitment and selection for the sales department.
* Attending industry events and conferences to generate new business leads.
* Acting as a spokesperson for the organization at sales events and conferences.
* Networking with other directors in order to generate new business for the company.
* Monthly reporting on sales performance against budget and reporting on variances.
* Provides historical records by maintaining records on area and customer sales.
* Contributes to team effort by accomplishing related results as needed.



**Academic Qualifications:**



|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Serial** | **Degree** | **Board/University** | **Grade/Marks** |  | **Year** |
| 1 | Metric | Multan | 774/1050 | 2009 |
| 2 | F.Sc (Pre-Engineering) | Multan | 656/1100 | 2011 |
| 3 | BS-IT | Virtual University | 2.68CGPA | 2015 |



**COMPUTER SKILLS**



IT Basic computer Knowledge in all Applications (Ms-Word, Excel, PowerPoint, Access) Oracle Database SQL 2000 report builder, SQL/PLSQL, HRMs & CRM Online Trainings Add Connection in LinkedIn accounts



Work on oracle database how to enter data in database Designing Picture for marketing promotion



**INTEREST**



Events Decoration



Photography



Fashion Design



**QUALITIES**



Good communication skills in both written and verbally.



Courageous and accepts challenges.



Good Team worker and Enjoy Team Work.



**Professional Reference**



**Will be provided on demand.**

