



SAFIA BANO

safia.bano23@gmail.com

UAE # +971 543694388

Pak # +92 346-2120610

INDUSTRY

- Lifestyle & Fitness
- Real Estate
- Health
- Automobile
- Safety & Security
- Plastic & Packaging

CERTIFICATE

- Google Foundations of Digital Marketing and E-commerce Professional Certificate
- Google Marketing Analytics and Measurement Professional Certificate (in progress)

WORK EXPERIENCE

Mystic Advertising - Dubai

Project Trainee (Sept 2023 - Present)

- Generate innovative marketing ideas, maintain Social Media profiles, and contribute to the organization's blog.
- Study trends to provide valuable insights and aim to double website traffic within the next year.
- Implement best practices in digital marketing, including creating brand-aligned social media content, maintaining content consistency, and collaborating with the founder on campaigns and promotions.

H&H Global

Marketing Manager (July 2019 – Sept 2023)

- Developed and executed comprehensive **Social Media Strategies** across different platforms, including Facebook and Instagram
- **Collaborated with cross-functional teams** to structure and launch engaging campaigns, ensuring consistent messaging and branding
- Create engaging and intriguing copies for the **monthly Calendars**
- Establish and use a consistent social "voice" that aligns with the overall brand and reputation strategy
- Conducted consumer research to gain insights into customer preferences, enhancing campaign effectiveness.
- Monitored social media trends and competitor activities to identify opportunities for campaign optimization and audience targeting
- Managing a portfolio of **6-8 client accounts**, serving as their primary point of contact for all social media-related needs
- Successfully led social media campaigns, elevating brand growth from its inception to a solid foothold and achieving a remarkable increase in **brand positioning from 0% to 5%**
- Coordinating with a design team to develop and deliver creative content that aligned with the brand and captivated audiences
- **Managing PR**, Identifying and evaluating potential bloggers and influencers who align with the brand's values and target audience, leading to authentic partnerships and increased brand credibility
- I possess a track record of effectively managing and collaborating with **micro and nano bloggers to elevate brand awareness** and generate event buzz
- Use influencer marketing methods to create a **2%- 3% boost in sales** for the brands
- Generate Leads through cold calls. Understand their needs, pain points, and how your product or service can provide value to them
- Coordinated and participated in **photoshoots**, collaborating with models, influencers, and the entire team to successfully execute marketing campaigns
- **Collaborated with other brands** to give brand support, enhanced brand awareness, and expanded exposure by created tailored offers to foster robust brand partnerships
- Reaching out to universities and corporate companies to offer deals that promote the brand and increase sales
- **Executed Events** B2B corporate & beauty industry events, including signing ceremony, exhibition and salon launch events



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WORK EXPERIENCE

Imec Engineering Solutions Pvt. Ltd

Deputy Manager of Sales & Marketing (May 2018 – June 2019)

- Worked with **Automotive clients Like Suzuki , Toyota , Kia Motors** to accomplish sales targets and cultivated positive customer relationships , representing the company, and maintaining client rapport
- Coordinated cross-departmentally to fulfill client requirements, reported and presented weekly sales and marketing reports to CEO
- **Executed brand awareness** initiatives, including company presentations and giveaways, to strengthen client engagement and enhance brand recognition

Pegasus Consultancy (Pvt.) Ltd.

Marketing Executive (August 2015 – April 2018)

- Worked in two different Industry **Plastic & Packaging & Safety & Security** and targeted International clients ,managed database to **sales exhibition** booth space, sponsorships, and conferences. It also includes strategy development, budgeting, and marketing implementation
- Executed comprehensive **marketing campaigns**, including copywriting and proofreading, while coordinating with various stakeholders, including international exhibition organizers and local media partners.
- Provided end-to-end event support, including vendor coordination, logistics management, government agency coordination, and onsite exhibitor support, ensuring the successful execution of international exhibitions.

Internship

- Worked as Intern at **English Biscuit Manufacture**
- Worked as Social Media Intern at **Event Pakistan**
- Worked as Assistant Business Development Executive in Sales and Marketing Department of **Season Crystal Company**

SKILLS

Social Media Marketing | Creative Content Creation | Social Media Strategy | Business Development | Relationship Building | Photo Shoots | Creative Problem Solving | Communication | Public Relations | Paid Media Advertising | Account Management Analytical Skills | Event Management | Canva | Online Advertising | Client handling Community Management |

EDUCATION HISTORY

Master of Business Administration - (Majors: Marketing and Advertisement)
(SZABIST) 2017-2018

Bachelor of Business Administration - (Majors: Marketing and Advertisement)
University of Karachi - 2014