

Madiha Noureen

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Dedicated and detail-oriented entry-level digital marketer and data analyst. Seeking for opportunities and securing a position to contribute my skills effectively for the growth of the organization and my professional career.

Experience:

Event Coordinator at SMH The Planners Event Management Company (Feb 2019 - March 2020)

- Coordinated all aspects of events from inception to completion, including venue selection, budget management and logistics.
- Developed and implemented event timelines, schedules and action plans to ensure smooth execution.
- Negotiated contracts with vendors and suppliers and managed relationship with vendors in order to ensure best quality, cost effective and timely delivery of products and services.
- Created and managed budget, identified cost saving opportunities without compromising event quality.
- Addressed client's needs and ensured their vision was realized also conducted post-event evaluation with client's to gather feedback and ensure client satisfaction.
- Collaborated with marketing team to increase visibility and attendance.
- Coordinated transportation and other logistic details for event participants.
- Quickly addressed issues that arose during events to maintain smooth operations.
- Analyzed event performance and gathered attendee feedback to identify areas for improvement.

Social Media Correspondent in Zubaida's Head Office (April 2018 - May 2018)

- Developed and managed high quality content tailored for various social media platforms including Facebook, Twitter and Instagram.
- Planned and scheduled posts to ensure a consistent online presence and engagement.

- Interacted with followers, responding to comments, messages and mentions to build and maintain relationship with the audience.
- Fostered community engagement, encouraging a sense of loyalty and community around the brand.
- Monitored social media metrics, tracking likes, shares, comments and followers to gauge the effectiveness of campaigns and content.
- Analyzed social media trends, competitor activities and audience preferences to inform content strategy.
- Compiled regular performance reports, providing insights and recommendations for improvement.

Education:

Iqra University **2014 - 2017**

Bachelors in Business Administration (BBA), CGPA 3.31

Bahria Foundation College, Nazimabad Campus

Intermediate in Pre-Medical B grade, 61.55% **2011 - 2013**

S M Public Academy School Campus 3

Matric in Science, A1 grade, 84.23% **2011**

Professional Certificate Programs:

YouExcel

Advanced MS Excel: Business Intelligence with Data Visualization

(In Progress)

DigiDoze

Digital Marketing Course

(In progress)

Skills & Abilities

- Knowledge of developing a website on WordPress.
- Command in MS Excel, Utilizing pivot table also have a clear understanding of Power query and Power Pivot.
- Experienced of managing multiple social media accounts, ensuring content was professional, engaging and on-brand.

- Strong verbal and written communication skills for efficient team interaction and reporting.
- A fast learner, always up for learning new skills.
- Effective collaboration within cross-functional teams and would be comfortable working in an agile environments.
- Skilled in identifying and solving complex issues, contributing to overall company's growth.

Interest & Activities:

- Attended a Workshop on “Market Research, Meta Ads and Google Ads” held on May 19th at Global Age.
 - Organizer of a CSR Activity to educate poor children.
 - Volunteering at old age home
 - Experienced of making customized themed event supplies (Art & Craft)
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