

Hafsa Tariq

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OBJECTIVE

An articulate and highly dedicated candidate, looking to secure an Entry or mid-career position, where I can practically utilize my already learned E-Commerce, and digital marketing skills and explore more about these domains.

EDUCATION

Bachelors in Business Administration

3.1 CGPA

August, 2019 - Onwards

Namal University Mianwali, Pakistan

WORK EXPERIENCE

Beyond Earth CO., Ltd | Digital Marketer

Sep, 2021 – Onwards

- Successfully managed the campaigns for globally known SkinCare and Eco-Friendly products.
- Running Influencer's Marketing Campaigns from scratch to end.
- Research influencers according to the business niche.
- Influencers account and content analysis influencers' content, account type, followers, engagement rate, average likes and comments, and post per week.
- Collecting data about influencers, contacting influencers, making negotiations, and cracking a successful deal with them.
- Creating guidelines for the influencers according to business needs, and making sure that they follow the guidelines while creating and uploading the content.
- After the content goes live, make sure that influencers get paid on time.
- Creating a bridge between the company and influencers for a long-term business relationship.

NaMillions - Daraz Store (Final Year Project)

Sep, 2021 – Onwards

- This includes the whole Daraz store handling experience ranging from Product Research and Hunting, Writing Keywords Targeted Product Descriptions, Product Listings, Product Sourcing, Managing Sales, Managing and Launching Marketing and other Daraz Campaigns, Handling Customers' Feedback and Complains.

NeoDocto | Intern

Aug, 2021 – Feb, 2021

- Worked in a Digital Marketing Unit of NeoDocto.
- Coordinated with the marketing team to promote the NeoDocto on different social media platforms.

Namal College Mianwali | Work-Study Employee

Jan, 2020 – March, 2020

- Worked in the HR office of Namal Institute Mianwali. Major duties included handling phone emails and phone calls, and digitalization of employee's data.

Nestle Pakistan | Intern

Aug, 2019 – Sep, 2019

- Worked in a Research & Development Unit of Nestle Pakistan.
- Coordinated with Nestle team to calculate "Green House Gases" being emitted from their dairy farm. These calculations helped Nestle to take measures to control and reduce Green House Gases.

SKILLS

Marketing Skills: Instagram Marketing, Email Marketing, Facebook Marketing, Influencer Marketing, Lead Generation and LinkedIn Leads Generation

Other Business Skills: Daraz Virtual Assistant, White Board Animations

Tools: Microsoft Office (MS Word, PowerPoint, Excel, MS Project), Klaviyo, MailChimp, Video Scribe, Salesql, Sales force, Copper and Hupspot.

Language Skills: English (proficient), Urdu (native)

Interests: Exploring New E-Commerce, and Digital Marketing Skills