

CV

WAJEEHA FAROOQ

Seeking a challenging position in a progressive organization with an aim to contribute positively towards the achievement of its objectives to the best of my capabilities, and to develop and improve my professional skills.

SKILLS

- Facebook Business Manager, Ads Manger.
- Google Analytics measurement, Report & Tracking
- Google Search, Display, Mobile & Video Campaigns
- Good command over Microsoft Office
- Microsoft Word (Good speed as 30-40 WPS and having skill to prepare drafts)
- Microsoft Power Point (Good command to make attractive slides with animations)
- Microsoft Excel (Good command on formulas, preparing graphs, etc.)
- Good Communication Skills and ability to work in team.
- Strong interpersonal skills
- Creative & Imaginative
- Good Time Management
- Good Analytical Skills
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CONTACT



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PROFESSIONAL EXPERIENCE

ASSISTAN MANAGER DIGITAL MARKETING • HEELS SHOES

May- 2021- Currently working here

- Responsible for executing all paid media campaign across all digital platforms including Google, Facebook & Instagram
- Delivered monthly reports analyzing the overall effectiveness of paid media campaigns.
- Tracked and analyzed social and web data to choreograph and optimize targeted social campaigns
- Responsible on all digital platforms.
- Evaluating important metrics that affect our website traffic, service quotas, and target audience.
- Coordinating with advertising & media experts to improve marketing results.
- Working with team to brainstorm new and innovative growth strategies.
- Launching community initiatives. (Trainings, events a
- Preparing accurate reports on our marketing campaign's overall performance.
- Agencies follow ups

DIGITAL MEDIA LEAD • CLIVE SHOES

December 2017- May-2021

- Responsible for executing all paid media campaign across all digital platforms including Google, Facebook & Instagram
- Delivered monthly reports analyzing the overall effectiveness of paid media campaigns.
- Planning Strategy for Websites and social media
- Manage all catalog and conversion Campaigns
- Coordinate with Marketing, PR and Communications teams to ensure brand consistency.
- Ability to maintain budget adherence
- Agency follow-ups
- Web Content and Web maintenance
- Planning Strategy for Websites and social media
- E.com Product & Photo-shoot Strategy
- Web Category and Banner's Preparation
- Manage all catalog and conversion Campaigns
- Ecommerce management & Sale Enhancement Plan's

SOCIAL MEDIA & E COMMERECE EXCETUIVE • STYLO GROUP OF PAKISTAN

July 2016 – November 2017

- Web Handling & Web Product Audit
- Enhance online sale & plan Strategies
- Facebook Inbox queries & Comments
- Conversion Ad.
- Agency follow-up

CUSTOMER SERVICE REPRESENTATIVE • STYLO GROUP OF PAKISTAN

July 2014 – June 2016

- Resolve customer issue in timely.
- Handle loyalty program activation
- Repair & Ecommerce queries management
- Good Time Management
- Resolving escalated customer issue
- Manage customer suggestion feedback forms and maintain report.
- Ability to handle hyper customers
- Strong communication skills.

CUSTOMER RELATION OFFICER & TEAMLEAD BACKUP • ABACUS CONSULTING

Aug 2011 – Jan 2014

- Using customer relationship management software (CRM) to document customer interaction.
- Leading performance reviews for team members
- Resolving escalated customer issue
- Training new customer service team member
- Monitoring average call length and overall team volume.
- Listening to individual calls to ensure quality
- Creating reports for the director of customer service
- Evaluate team KPI performance.
- Evaluate team calls and train team accordingly.
- Gather and analyze multiple data points and observation to identify trends for improvement for the team and the individual team member

SENIOR SALES COORDINATOR • TYCO FIRE & SECURITY

Jan 2009 –Apr 2011

- Boost tele sales
- Engage customers and generate sale.
- Generate data from multi-channel
- Create data pipeline

EDUCATION

MBA MARKETING • CONTINUE

GRADUATION • 2013-2015

Punjab University

- 2nd Division

INTERMEDIATE • 2006-2007

- 2nd Division

REFERENCES

- Will be furnished upon request