



Moneeba Anwar

Contact: +92 3189184633

Email: anwarmoneeba@gmail.com

PROFESSIONAL SUMMARY

Passionate and detail-oriented Administration and Marketing Specialist with a solid background of over 6 years supporting sales and marketing teams in the technology industry. Demonstrating robust organizational abilities and a customer-focused mindset.

PROFESSIONAL EXPERIENCE

Freelancer (Marketing Strategist and Graphic Designer)

June 2023 - Current

- Part-time engagement with multiple companies in Dubai, focused on gaining valuable insights into market trends within the UAE.
- Offered graphic design services for a variety of projects, including contributions to Sahimedia, meetcoach.com, xNARA.com, and several real estate companies within my network.
- Spearheaded the development and execution of dynamic social media marketing strategies to amplify brand visibility and foster engagement.
- Fostered close collaborations with clients to comprehensively grasp their unique marketing requirements and deliver customized solutions.
- Maintained continuous awareness of evolving industry trends and implemented best practices to ensure the efficacy of marketing strategies.

Assistant Manager (Digital Media)

FAST National University of Computer and Emerging Sciences

July 2019 - June 2023

- Created engaging digital content across multiple platforms while adhering to brand guidelines.
- Enhanced program's online presence and design and conducted user research for content improvement.
- Managed social media monitoring and amplification of project outputs.
- Prepared content for blogs, newsletters, and various media channels.
- Effectively communicated with internal and external stakeholders, fostering collaboration with diverse sectors.
- Collaborated with FAST colleagues and project partners.
- Developed and executed social media content strategies, resulting in increased brand awareness and engagement.

- Analyzed engagement data to improve campaigns and aligned monthly strategies with campus objectives.
- Planned and executed digital campaigns to drive student acquisition.
- Led promotional events, admissions, and registration processes with a focus on exceptional customer care.
- Provided comprehensive information to prospective parents to encourage enrollment.
- Spearheaded industry outreach for Job Fair, facilitating student placements and partnerships.
- Managed day-to-day campaign operations, ensuring brand consistency and increased admissions through various channels.
- Communicated marketing plans and results, tracking ROI and recommending future strategies.
- Created marketing assets and materials, leveraging Google Analytics for insights.
- Managed the lifecycle of a collaborative project funded by UNDP.
- Led outreach efforts to attract industries for Job Fair and managed NU Newsletter creation and dissemination.

Co-Founder

Khawateen Rozgar Services Pvt (Ltd)

October 2017 – June 2019

- Collaborate with Business Units (BUs) and Line Manager to understand internal business needs, sales targets, and target audiences to develop and execute integrated Marketing Communications plans aligned with commercial objectives.
- Served as a vital link between business and technical teams, ensuring seamless communication and comprehension of processes and applications.
- Leveraged data analysis to discern trends, identify gaps, and pinpoint revenue growth opportunities.
- Executed thorough financial analyses to optimize resource allocations and drive cost reduction initiatives.
- Proficiently prepared contracts, terms of reference (TORs), and client agreements.
- Prepare and maintain sales contracts, proposals, quotes, and other essential sales documents with accuracy and compliance with company policies and standards.
- Communicate with clients to collect necessary information, address inquiries, and resolve customer issues or concerns effectively.
- Generate and analyze sales reports to track performance metrics, identify trends, and provide insights to the sales team and management.
- Process and manage customer orders, including order entry, tracking, and coordination with other departments to ensure timely order fulfillment.
- Maintain and update the customer relationship management (CRM) system with accurate and current customer data, interactions, and sales activities.
- Assist sales representatives by providing administrative support, scheduling meetings, managing calendars, and preparing sales presentations.
- Collaborate with the finance department to ensure accurate and timely billing and invoicing for sales transactions.
- Monitor and manage inventory levels of sales collateral, promotional materials, and product documentation.
- Demonstrated technical expertise through content creation for projects like Electocure, Metrocure, Transfocure, Water Tubewell Management System, and Smart Metering.

Marketing Executive (Trainer)

Khyber Pakhtunkhwa Information Technology Board

October 2017 – April 2018

- Spearheaded the pilot phase testing of the Business Process Outsourcing (BPO) project, known as BPO/Netkamayee.
- Conducted training sessions for 50 students from Government Technical and Vocational College.
- Collaborated closely with the KPIT board management and development team to effectively organize and maintain project documentation for ITLAAH, High Court Project (Process Server Agency), and IMTEEHAN.
- Supported the marketing team in daily operations and administrative tasks.
- Assisted in planning and executing corporate events, managing logistics, and coordinating with vendors.
- Contributed to the development of event marketing strategies and materials.
- Provided on-site support during events to ensure smooth execution.

PROFESSIONAL DEVELOPMENT

- Participated in Parwan-e-Khanum | Entrepreneurship Social Impact Challenge arranged by International Women Club and Pakistan Girls Guide Association, Peshawar, 6th December 2018.
- Participated in 15th International Conference on Emerging Technologies, NUCES, 2nd – 3rd December 2019.
- Successfully completed Realtime Delphi Training programme at IM Sciences, 22nd April 2019.
- Workshop on Official Documentation, Record Management & Minutes Taking, National University of Computer & Emerging Sciences, 9th September 2021.
- Workshop on Lean Office Principles for Leadership, National University of Computer & Emerging Sciences, 17th September 2021.
- Orientation session on HR Policy, National University of Computer & Emerging Sciences, 19th August 2022.
- Training session on Efficient & Effective Office Administration & Management, National University of Computer & Emerging Sciences, 19th August 2022.

KEY ACHIEVEMENTS

- Effectively managed the Incubation Project for 6 months, securing funding from UNDP and FAANA.
- Implemented data-driven strategies that led to a significant improvement in digital performance and ROI for clients.
- Collaborated on new business pitches, contributing valuable insights and winning new projects for the company.
- Mentored team members, fostering a collaborative and dynamic work environment.

SKILLS

- Proficiency in MS Office Suite (Word, Excel, PowerPoint), CRM software (HubSpot), and other relevant sales and office productivity tools.
- Project management knowledge and experience.
- Cross-functional technical knowledge and skills.
- Business Continuity Management systems expertise.
- Strong team management abilities.

- Detail-oriented and multitasking professional, capable of managing multiple projects under pressure with quick deadlines.
- Strong negotiation and contract management skills.
- Excellent organizational skills, attention to detail, and prioritization capabilities.
- Exceptional verbal and written communication skills, building strong relationships with internal and external stakeholders.
- Data analysis and trend identification

SOFTWARE:

- Adobe Illustrator: Advanced
- Adobe Photoshop: Advanced
- Figma: Advanced
- Canva: Advanced
- Google Analytics and Social Media Insights: Advanced
- Microsoft Office Suite or Google Workspace: Proficient
- Wondershare Filmora: Proficient
- Hootsuite: Intermediate
- Adobe Spark: Intermediate
- VideoScribe: Intermediate
- Adobe Premiere Pro: Intermediate
- JIRA: Intermediate

LANGUAGE:

- English: Speak, Read, and Write
- Arabic: Read, Speak (learning)
- Urdu: Speak, Read, and Write
- Pashto: Native

EDUCATION:

- **Master's in Computer Software Engineering (CSE)**, completed in 2022 from University of Engineering and Technology, Mardan Campus, Pakistan
- **Bachelor's in Computer Software Engineering (CSE)**, completed in 2017 from University of Engineering and Technology, Mardan Campus, Pakistan
- **HSSC, Pre-Engineering**, completed in 2013 from Islamia College Peshawar, Pakistan

REFERENCE:

1. Huma Imdad
 - Enterprise Executive - Incubator Manager, Heriot-Watt University, Dubai
 - Email: h.imdad@hw.ac.uk, ihumaone@gmail.com
2. Dr. Omar Usman Khan
 - Director, NUCES, Peshawar Campus

- Email: omar.khan@nu.edu.pk
- 3. Prof. Dr. Muhammad Tariq
 - Head of the Department of Electrical Engineering, NUCES, Islamabad Campus
 - Former Director, NUCES, Peshawar
 - Email: tariq.khan@nu.edu.pk
- 4. Prof. Dr. Sadaqat Jan
 - Professor / Dean, Department of Computer Software Engineering
 - Email: sadaqat@uetmardan.edu.pk