

Paris Safdar
House No.3820 Gawalmandi, Rawalpindi
CNIC Number: 37405-9121485-9
Contact: 03435380628
Parissafdar@gmail.com

OBJECTIVE

My objective is to obtain a position in a professional office environment where my skills are valued and can benefit the organization. Ideally, I wish to focus on Marketing/Advertisement for a growing organization.

Educational Qualification

Degree / Cert.	University / Board	Year of Completion
MS(Marketing/Advertising)	Iqra University, Islamabad	2019
B.E (Mechanical Engineering)	Hitec University, Taxila	2013
FSC (Pre-Engineering)	FBISE, Islamabad	2009
Matriculation	BISE, Rawalpindi	2007

Experience

(July 2023 to Present)

Worked as **Deputy Manager Digital Media (PPS-08)** in **NDMA, PAKISTAN**

1. Develop Digital Media Campaigns and conduct research & analysis of online user behavior to identify the latest trends, user preferences, and best practices.
2. Plan, coordinate and produce infographics, documentaries, SM videos, RBTs, Podcasts, etc.
3. Monitoring of social media handles of all stakeholders & Twitter trends.
4. Development of media watch, coffee table books, newsletters, digital photo gallery of NDMA, etc.

(November 2021 to June 2023)

Worked as **Digital Media Officer (PPS-07)** in **ASSOCIATED PRESS OF PAKISTAN**

1. Responsible for producing compelling content to assist with promotions through advertising.
2. Responsible for the creation of info-graphics, statistical data, tables, and Graphics to effectively influence audiences.
3. Responsible for starting new trends and hashtags.
4. Responsible for the in-depth analysis of the brand's performance through organic and paid campaigns.

(Feb 2020 to January 2021)

Worked as **Digital Marketing Manager** in **CINEPLEX CINEMAS Islamabad**

1. Responsible for creating, planning, and implementing social media strategies for major social media profiles.
2. Created and managed a social media calendar along with daily postings on the platforms in compliance with the brand's voice.
3. Responsible for idea generation and content creation. Provided training to social media interns and the design team. Worked on multiple marketing campaigns on Facebook and Google Ads.

(January 2016 to December 2019)

Worked as **Social Media Executive** in **BTECH GROUP Islamabad**

1. Manage the Facebook, Twitter, YouTube, and Instagram accounts of clients.
2. Work closely with Social Media strategists to form social media plans/strategies.
3. Track, monitor, and analyze the ad results of Campaigns.

Trainings / Certifications

Full Stack Digital & SMM Marketing Specialization, NITSEP	2023
Data Analytics & Business Intelligence, VIRTUAL UNIVERSITY	2022
Marketing Analytics, UNIVERSITY OF VIRGINIA COURSERA	2022
Google Analytics, GOOGLE ACADEMY	2019
Fundamentals of Digital Marketing, GOOGLE ACADEMY	2016
Search Engine Optimization, VIRTUAL UNIVERSITY	2018
Digital Marketing, VIRTUAL UNIVERSITY	2016
LinkedIn Marketing Strategy, LINKEDIN MARKETING LABS	2024
LinkedIn Marketing Fundamentals, LINKEDIN MARKETING LABS	2024
Social Media Marketing Certification, Hubspot Academy	2024

Skills

1. MS Office
2. Power BI Desktop
3. Adobe Photoshop
4. Google Analytics
5. Adobe Premier Pro