

## SUMMARY

Dynamic leader with a proven track record at Skyray Ventures, adept in CRM Management and fostering team collaboration. Excelled in boosting brand awareness and generating leads through innovative marketing strategies, achieving significant email campaign clickthroughs. Skilled in content marketing and team leadership, consistently driving projects to success with a focus on results and efficiency.

## EDUCATION

### University of Management and Technology

Bachelor's Degree in Business Administration  
2018 – 2022

### Punjab Group of College

Intermediate in Commerce  
2016 – 2018

## SKILLS

- Marketing Analytics
- CRM Management
- Target Audience Analysis
- Content Marketing
- Email Marketing
- Time management abilities
- International Marketing
- Microsoft Office
- Organizational Skills
- Digital Marketing
- Team Collaboration
- Multitasking
- Brand Development
- Team building
- Team Leadership
- Script Writing
- Social Media Account Setup
- Candidate Evaluation
- Client Prospecting

## PROFESSIONAL EXPERIENCE

### Marketing Team Lead | SKYRAY VENTURES

2023 – Present

- Conducted competitor analysis to identify opportunities for differentiation in the marketplace.
- Managed cross-functional teams to ensure timely completion of marketing projects.
- Implemented email marketing campaigns that led to higher open rates and clickthroughs.
- Streamlined marketing processes for improved efficiency and productivity.
- Trained new marketing team members, fostering a positive work environment that encouraged collaboration and innovation.
- Boosted brand awareness and generated leads while managing internal and external marketing campaigns and programs

### Business Development Executive

Skyray Ventures | Sep 2021 – 2023

- Established a robust sales pipeline by consistently identifying, qualifying, and nurturing leads through various outreach methods.
- Generated revenue growth by developing and executing targeted sales strategies to expand market share.
- Leveraged CRM tools to track leads and analyze data, optimizing sales efforts for maximum return on investment.
- Implemented sales training programs for new business development team members, increasing overall effectiveness in securing new clients.
- Identified business development challenges and customer concerns for proactive resolution.

### Social Media Handler

SOS Children Village | 2020 – 2021

- Develop, implement, and manage our social media strategy to increase our online presence and improve our marketing and engagement efforts.
- Create, curate, and manage published content (images, video, written, and audio) across various social media platforms (Facebook, Twitter, Instagram, LinkedIn etc.).
- Monitor, listen, and respond to users in a “Social” way while cultivating leads and sales.
- Develop and expand community and/or influencer outreach efforts.