



# UROOJ FATIMA

## PROFILE

An articulate & motivated Commerce-Marketing graduate who has a natural flare for being able to communicate and build strong relationships with clients and stakeholders.

Given my penchant for creative marketing ideas, I am seeking entry-level positions in social media and digital marketing.

## DATE OF BIRTH

July 10, 1998

## CONTACT

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House # L-100, KN Gohar Green City,  
Malir, Karachi.

## EDUCATION

### **B.S. Commerce (Marketing Specialization) – Four Years**

**University of Karachi**

2017 – 2020

CGPA: 3.2

Major Coursework: Advertising & Promotion, Brand Management, Strategic & Global Marketing, Management, Accounting, Finance

## CERTIFICATIONS

**Fundamentals of Digital Marketing** – Google Digital Garage

**Social Media Marketing Course** – HubSpot Academy

**Digital Marketing** – DigiSkills Government of Pakistan

**IBA Branding & Advertising Workshop** – IBA Karachi Marketing Club

**Digital Business Intelligence Certificate** – University of Karachi

## WORK EXPERIENCE

### **General Banking Officer – Officer Grade III**

**Bank of Khyber**

June 2021 – Present

General Banking Operations including clearing, remittances, information scrutiny and ensuring Bank's Prudential Regulations

### **Internship – Digital Marketing**

**Robotics World**

December 2019 – February 2020

Formulated marketing strategy & social media campaigns to enhance brand awareness

### **Internship – Finance**

**Sui Southern Gas Company Ltd (SSGC)**

July 2019 – August 2019

Gained valuable insight working at different finance divisions of SSGC