

SAMAR SALEEM

Business Development

Email

Samarsaleem166@gmail.com

Contact number

0300-2285998

LinkedIn

<https://www.linkedin.com/in/samar-saleem-3701b823b/>

Summary:

Enthusiastic and dedicated Marketing trainee officer eager to learn and collaborate, aiming to contribute innovative ideas and a strong work ethic to elevate the brand presence and drive business objectives.

Work Experience

Organization: **The ibos**

Position: Marketing Intern

Duration: 01/07/2023- 29/12/2023

Responsibilities

- Conduct comprehensive market research to identify potential customer segments, industry trends, and competitor activities.
- Generate engaging content for various marketing channels, including social media platforms.
- Assist in lead generation activities, follow-ups, and maintaining customer relationship management (CRM) systems.
- Coordinate logistics, handle pre-event and post-event communications.

Education

Degree: **MBA (2022-2024)**

Major: **Marketing**

Degree: **BS Microbiology (2017-2021)**

Institute: **Bahria University (karachi Campus)**

Institute: **Jinnah University for Women**

Learning Outcomes

- Brand Development and Management
- International Market Analysis
- Product Lifecycle Management

Skills

- Sales (Collaboration with Sales Teams, Lead Nurturing)
- Project Management (Task Coordination, Campaign Planning)
- Graphic Design (Canva)
- CRM: (Customer Segmentation, Customer Retention Strategies, Lead Generation)
- Digital Marketing: (Social Media Marketing, Email Marketing, Content Marketing)
- Market Research and Consumer Insights: (Conducting thorough market research to understand industry trends and consumer preferences Familiarity with Industry Trends and Innovations)