



ISHRAT FAYAZ

Marketing, Advertising & Supply Chain

CONTACTS

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EDUCATION

BACHELOR OF SCIENCE (B.SC)
KASHMIR UNIVERSITY
Chemistry ,Botany & Zoology
2014-2018

BACHELORS OF EDUCATION (B.ed)
KASHMIR UNIVERSITY
Chemistry ,Physics & Mathematics
2018-2019

Diploma in Computer Application
Business accounting and
Multilingual DTP | 2016-2017

CERTIFICATION

UNIVERSITY OF VIRGINIA
Fundamentals of Digital Marketing &
management

• PROFESSIONAL PROFILE

With Over 8 years of Experience, I specialize in digital and commercial strategies across global markets, including the GCC, UAE, Canada, and Australia. I've worked with renowned companies such as KAFD, Red Sea Global, SEVEN, Emaar, and Dubai Holding, driving impactful campaigns and market penetration. I am expert in development, HR, administration, and supply chain management in FF&E and OS&E, Ecommerce tourism, Hospitality and Green Environment products. This diverse experience enables me to deliver innovative solutions aligned with organizational objectives. I thrive in dynamic environments, building collaborative relationships and crafting strategies that ensure success and growth.

• WORK EXPERIENCE

MARKETING MANAGER & RESEARCH & VENDOR MANAGEMENT

DUBAI UAE | THURAYA TURNKEY PROJECTS LLC | 2023-Present

- Handling Social media accounts over Facebook, Instagram, Linkedin, Pinterest, Snapchat, Tiktok, Youtube.
- Creating Quotations.
- Responsible for Documentation creation related to Tenders and preopening projects in Hospitality..
- Responsible for writing blogs for Website and Social Platforms.
- converting Enquiries of social media to sales.
- Handling the Clients customers Through chat & Calls.
- Guiding the Graphic designer to create the add images.
- Putting idea's in video creation.
- Google ad running.
- Ads manager of linkedin handling.
- Google ranking by using multiple tools of SEO.
- Competitor Analysis.
- Linkedin B2B Marketing as well as Other platform B2C approach.

MARKETING MANAGER

DUBAI UAE | TELPAY GROUP | 2021-2023

- Handling Social media accounts of 3 Subsidiaries over Facebook, Instagram, Linkedin, Pinterest, Snapchat, Tiktok, Youtube.
- Subsidiaries include; Boost, Telpay, Duratron.
- Responsible for running ads over Instagram and facebook.
- Responsible for writing blogs for Website and Social Platforms.
- converting Enquiries of social media to sales.
- Handling the customers Through chat.
- Guiding the Graphic designer to create the add images.
- Putting idea's in video creation.
- Google ad running.
- Ads manager of linkedin handling.
- Google ranking by using multiple tools of SEO.
- Competitor Analysis.
- Team guiding in marketing.



MARKETING MANAGER

DUBAI UAE | MATAJAR ECOMMERCE LLC

| 2019-2021

SKILLS

- Social Media Marketing (SMM)
- Search Engine Optimization
- Search Engine Marketing
- Lead Generation
- Negotiation
- Strong Communication Skills
- WhatsApp Marketing
- Broadcasting
- MS Office
- Email Marketing
- Digital Marketing Tools
- Research and data analysis
- Add campaigns
- Multitasking Skills.
- Strong command on English language.
- Pay Per click
- Video production
- Project management
- Analytics
- Copywriting
- Content marketing

LANGUAGE

English

Urdu

Hindi

Punjabi

- Overseeing and analysing all the marketing campaign reports.
- handling communication between clients and company.
- Promotion of products Through different channels and online platforms.
- Handling team of 15 members.
- Content creation for Messaging to Vendors and customers.
- Approaching the leads Extracted from Digital Platforms using Digital tools.
- Convincing the parents and students for the course provided.
- Conducting the sessions Everyday.
- Closing the session with success rate of 70%
- Was able to achieve the weekly and monthly targets.

DIGITAL MARKETING SPECIALIST

BANGALORE INDIA | BYJU'S

| 2017-2019

- Looking After both Digital and commercial Marketing of the organisation. Preparing
- ROI of the campaigns run online.
- Handling Social Media.
- Approaching profitable suppliers from Different countries.
- Implementing Successful strategies to get the Brand Marketing.
- Converting the leads Extracted from Digital Platforms using Digital tools
- Convincing the parents and students for the course provided.
- Conducting the sessions Everyday.
- Closing the session with success rate of 60%
- Was able to achieve the weekly and monthly targets.

DIGITAL MARKETING EXECUTIV8

JAMMU AND KASHMIR INDIA | ORPIV TECHNOLOGIES

| 2016-2017

- Marketing Projects handlings,
- Social Media pages of Organisation
- Content creation,
- Graphics Working
- Keeping Track record of Staff
- Documentation Analysis.
- Appointment Scheduling and orienting.
- Recruiting And Hiring
- Training and development of new employees
- Maintenance of employee employer relationships. Handle disciplinary actions.
- Creating a safe environment.
- Documentation Works.

REFERENCE

References Available on Request