

Zanib Shabbir

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PROFILE

Dynamic and Driven Business Administration Professional with Strong Leadership Skills and a Passion for Continuous Learning and Growth. Proven track record in various internships and projects during the BBA program, and currently pursuing a Master's in Business Administration with a focus on Human Resource Management. Adept at strategic planning, problem-solving, and team management, with excellent communication and interpersonal skills. Seeking a challenging role to utilize and enhance my skills in a dynamic and fast-paced work environment.

EDUCATION & QUALIFICATIONS

Antalya Bilim University, Turkey – Masters of Business Administration [2021-2023] **CGPA 3.33**

- Strategic Management
- Human Resource Management
- International Marketing
- Management and Organization
- Supply Chain Management

Research: Impact of digital marketing on the performances of tourism industries.

The University of Azad Jammu and Kashmir-Business of Administration [2019-2020] **CGPA 2.79**

- Brand Management
- International Marketing
- SME Management
- Human Resource Management

Skills

- **Leadership and team management:** Proven ability to lead and motivate teams to achieve project goals and objectives. Skilled in managing diverse groups of people with varying skill sets and backgrounds. Demonstrated success in fostering a positive team culture and ensuring effective communication and collaboration among team members.
- **Strategic planning and problem-solving:** Expertise in developing and implementing strategic plans to achieve organizational objectives. Skilled in identifying potential problems and developing solutions to address them. Demonstrated ability to think critically and creatively to solve complex problems.
- **Strong communication and interpersonal skills:** Excellent verbal and written communication skills. Ability to effectively communicate with individuals at all levels of an organization. Skilled in building relationships and working collaboratively with team members, clients, and stakeholders.
- **Analytical and critical thinking abilities:** Strong analytical skills with the ability to interpret and analyze complex data. Skilled in critical thinking and problem-solving to identify patterns and develop insights. Experience in utilizing various analytical tools and techniques to assess performance and make recommendations for improvement.

- **Project management and organizational skills:** Proven track record of successfully managing projects from initiation to completion. Skilled in organizing resources, establishing priorities, and meeting deadlines. Ability to effectively manage multiple projects and tasks simultaneously.
- **Financial analysis and budgeting:** Expertise in financial analysis, forecasting, and budgeting. Skilled in developing financial models to support decision-making. Experience in identifying cost-saving opportunities and optimizing financial performance.
- **Marketing and sales skills:** Knowledge of marketing and sales principles and techniques. Experience in developing and implementing marketing strategies to drive business growth. Skilled in analyzing market trends and customer needs to develop effective sales strategies.
- **Proficiency in Microsoft Office and other relevant software:** Proficient in using Microsoft Office Suite (Word, Excel, PowerPoint) and other relevant software. Ability to quickly learn new software and technology.
- **Time management and multitasking:** Excellent time management skills with the ability to prioritize tasks and meet deadlines. Skilled in multitasking and working efficiently under pressure.
- **Adaptability and flexibility:** Ability to adapt to changing circumstances and work effectively in dynamic environments. Skilled in adjusting to new situations and working collaboratively with others to achieve goals.
- **Attention to detail and accuracy:** Meticulous attention to detail with a strong focus on accuracy. Skilled in reviewing and analyzing data to ensure accuracy and completeness.
- **Customer service and relationship building:** Proven track record of delivering exceptional customer service. Skilled in building and maintaining strong relationships with customers, clients, and stakeholders.
- **Data analysis and interpretation:** Expertise in analyzing and interpreting complex data sets. Skilled in utilizing statistical analysis and data visualization tools to develop insights and make data-driven decisions.
- **Knowledge of business laws and regulations:** Thorough understanding of relevant business laws and regulations. Skilled in ensuring compliance with legal and regulatory requirements.
- **Creativity and innovation:** Highly creative with the ability to develop innovative solutions to complex problems. Skilled in thinking outside the box to identify new opportunities for growth and development.

WORK EXPERIENCE

Marketing Manager | Kashmir Tourista

Dec 2022 to Ongoing

- Assisted in the training and mentoring of junior engineers and other team members. Develop and implement marketing strategies and plans for the company's tourism services, including online and offline channels
- Conduct market research and analysis to identify customer needs, preferences, and trends, and use the insights to improve the company's services and products
- Manage the company's social media platforms and create engaging content to increase brand awareness and attract potential customers
- Collaborate with other departments such as sales and operations to ensure a seamless customer experience throughout the customer journey
- Measure and analyze the effectiveness of marketing campaigns and adjust strategies accordingly to maximize return on investment (ROI)
- Stay up-to-date with the latest marketing trends, tools, and technologies and incorporate them into the company's marketing activities.

Internee | Rivaj wedding and event planners

July 2022 to Oct 2022

- Assisting in the planning and execution of events, such as weddings, corporate events, and parties.
- Conducting market research and analysis to identify potential clients and new business opportunities.
- Developing marketing strategies and creating promotional materials to attract clients.

- Coordinating with vendors, such as caterers, florists, and photographers, to ensure smooth and successful events.
- Assisting with financial management, including budgeting, invoicing, and expense tracking.
- Conducting post-event evaluations to assess the success of the event and identify areas for improvement.

Internee | Hi-Tech Solution

Aug 2021 to Nov 2021

- Assisting in the planning and execution of events, such as weddings, corporate events, and parties.
- Conducting market research and analysis to identify potential clients and new business opportunities.
- Developing marketing strategies and creating promotional materials to attract clients.
- Coordinating with vendors, such as caterers, florists, and photographers, to ensure smooth and successful events.
- Assisting with financial management, including budgeting, invoicing, and expense tracking.
- Conducting post-event evaluations to assess the success of the event and identify areas for improvement.

Internee | Muslim Commercial Bank (MCB)

Sep 2019 to Oct 2019

- Assisted in daily operations and provided excellent customer service.
- Conducted research on various topics related to the banking industry.
- Completed assigned tasks and projects, such as creating reports and analyzing data.
- Shadowed experienced employees to gain a better understanding of different departments within the bank.
- Learned about banking regulations and adhere to professional standards.

CERTIFICATION

- First Aid training [2021]

INTERESTS

Travel and cultural experiences, Sports and fitness, Entrepreneurship, Leadership and community involvement

References upon request