



FATIMA HASHMAT

HR and Marketing Professional

PROFILE

An organized and creative marketing and HR professional with proven marketing and HR skills and a desired to learn more. Possess 5+ years working for a diverse group of organizations and clients. Gained expertise in public relations, digital marketing, employee benefits, onboarding and HR records.

Reliable and organized team member with the ability to communicate effectively and handle office changes. Looking to utilize my existing skill set to increase the profitability of your valuable organization.

EDUCATION

MBA - Marketing | Iqra University, Karachi

2018 - Present

EXPERIENCE

HR Recruiter | My Human Resources LLC, Dubai | Nov 2022 - Present

- Identify future talent needs and proactively recruit and source; develop talent pool or social engagements, Participate in employment events.
- Work closely with hiring managers to understand the requirements of the open positions.
- Source potential candidates from various online channels (e.g. social media and professional platforms).
- Conduct initial screenings of candidates, such as reviewing resumes and conducting phone or in-person interviews.

HR Manager | Swagkick's, Karachi | Dec 2021 - Sep 2022

- Identify future talent needs and proactively recruit and source; develop talent pool or social engagements, Participate in employment events, such as career fairs.
- Create and implement effective onboarding plans
- Maintain employee records (attendance, EEO data etc.) according to policy and legal requirements
- Determine HR and recruiting Key Performance Indicators KPIs. Manage the recruitment process from start to end.
- Deal with all internal and external HR-related inquiries or requests. Schedule meetings, interviews, and HR events and maintain agendas.

Assistant Manager | Rozee.pk | Jan 2021 - Oct 2021

- Builds business by identifying and selling prospects; maintaining relationships with clients.
- Identifies business opportunities by identifying prospects and evaluating their position in the industry; researching and analyzing sales options.
- Sells premium CV search engines by establishing contact and developing relationships with prospects; recommending solutions.

CONTACT

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Dubai, UAE

ADDITIONAL INFORMATION

Nationality:

Pakistani

Driving License:

N/A

Place of Birth:

Karachi

Date of Birth:

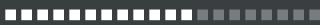
16 - Jul - 1992

Visa Status:

Employment Visa

SKILLS

Sales



Digital Marketing



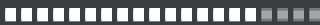
Public Relations



Advertising



Branding



On-Boarding



LANGUAGES

English



Urdu



Administrative Sales and Marketing Executive | CINEPAX CINEMA, Karachi |

Apr 2018 -Dec 2020

- To meet with clients to get a thorough understanding of their advertising and promotional needs.
- Design media plans for clients.
- Coordinating with clients for Advertising, shows, and seminar sales.
- To manage and coordinate advertising and promotional campaigns post, client approval, and track budgets, and costs.

Marketing Executive | ASF Foundation Housing Scheme, Karachi | Jan 2017 - Mar 2018

- Communication bridge between customers and ASF via social forums
Quarterly recovery of 500 Million Portfolio
- Acting as a service Manager of 1070 Customer Portfolio Payments reconciliation, query troubleshooting overseas client Monitor and make sure flawless dispatch process
- Performance report of subordinates
- Conducted a research on “How to effectively increase Customer Engagement”
- Developed extensive product expertise and maintained an up-to-date understanding of products.
- Was the primary point of contact for customers, resolving their problems by listening to them and identifying solutions.
- Communicated with management, team, and customers in a professional manner using a combination of emails, phone calls, instant messages, and face-to-face meetings.
- Coordinated with company management to ensure communication is clear through effective internal and external communication.
- Provide ongoing administrative support to senior executives, driving organizational success through the management of daily operations and special projects.
- Greeted and proactively assisted visitors in a timely manner. Communicated with all departments to ensure prescribed time frame and quote parameters were followed for each project.

COURSES

Fundamental of Digital Marketing | Google Digital Garage

Jan 2022 - Mar 2022

Digital Media Marketing | Homework Pakistan

Jun 2018 - Aug 2018