



Ameer Naz

Sharjah, United Arab Emirates

+971523733800 | notameernaz@gmail.com | www.linkedin.com/in/ameera-naz

UAE Residence Visa (2years)

EDUCATION

Information Technology University – BS in Management and Technology <i>Graduate, Management and Technology</i> <i>August, 2021-August, 2023</i> CGPA: 3.4	Lahore, Pakistan
--	-------------------------

WORK EXPERIENCE

Flavry - Marketing & Brand Management Intern	Lahore, Pakistan (March, 2023-June, 2023)
---	--

- **Brand Awareness Campaign Management:** Spearheaded the brand awareness campaign by conducting cold calls and multiple sales meetings with key people in the industry. Onboarded multiple vendors for the initial pilot.
- **Market Research & TAM Estimation:** Led targeted market research to determine the company's addressable market size along with a comprehensive evaluation of the consumer profile for effective ad performance.
- Managed various **administrative duties** including scheduling meetings, updating schedules, noting meeting minutes, and maintaining the roster of day-to-day tasks. Ensured seamless coordination and communication within the team.

Contract. PK - Marketing Intern	Lahore, Pakistan (June, 2022-Nov, 2022)
--	--

- **Social Media Outreach Planning:** Develop a comprehensive three-month social media posting schedule to effectively target consumers. Led a team of design and content interns to build an automated content calendar.
- **Customer Acquisition & Retention Strategy Development:** Collaborated with fellow interns and team to develop a robust customer acquisition strategy involving social media and on-site launch activities.
- **Pre-Launch & Post-Launch Plan:** Produced a launch plan for the company in accordance with the guidelines provided by stakeholders. Ensured proper execution and handover.

ADDITIONAL SKILLS & INTERESTS

Skills: Marketing Strategy, Brand Management, Market Research, Data Management, Campaign Management, Vendor Onboarding, Data Analysis, Microsoft Office, Social Media Outreach Planning, Customer Acquisition, Customer Retention Strategy, Launch Planning, Team Leadership, Programming (Python), Remote Collaboration.

CERTIFICATIONS

Foundations of Project Management.

<https://www.coursera.org/account/accomplishments/records/SNE6TDRUHY68>

Foundations: Data, Data, everywhere.

<https://www.coursera.org/account/accomplishments/records/9HRK66MCW6QT>