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United Arab Emirates



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EDUCATION

Bachelor's Degree: BBA
(Honors) Majors in Marketing
and HRM

University Of Central Punjab,
Lahore, Pakistan, September
2016 - JunE 2020

LANGUAGES

English

Fluent

Urdu

Fluent

PERSONAL DETAILS

Nationality: Pakistani

SAFINA NASIR

Business Administration (BBA)

PROFESSIONAL SUMMARY

Dynamic professional with a Bachelor's in Marketing and HRM and over five years of experience managing marketing campaigns, customer service, and data analysis across banking, industrial, and call center sectors. Skilled at team leadership, digital marketing execution, and improving client retention through targeted strategies.

WORK HISTORY

January 2024 - May 2025

Bank Alfalah Limited - Customer Service Manager, Lahore, Pakistan

- Resolved customer inquiries promptly and effectively, delivering personalized solutions and maintaining a high standard of customer satisfaction and retention.
- Assisted clients with account opening procedures, ensuring adherence to internal policies and regulatory compliance, while providing clear guidance throughout the onboarding process.
- Managed and maintained MIS (Management Information System) data using Excel, ensuring data accuracy, consistency, and timely reporting for informed decision-making.
- Monitored lobby flow and queue management to ensure minimal customer wait times and smooth branch operations.
- Analyzed customer and sales data to identify trends and opportunities, contributing to strategies that significantly improved deposit mobilization and supported business growth.

March 2020 - December 2023

FUJIHD elevators - HR & Admin Executive, Lahore, Pakistan

- Managed end-to-end recruitment: job postings, screening, interviews, and onboarding.
- Coordinate with accounts to prepare accurate payroll data and track staff attendance as per company policy
- Prepared offer letters, employment contracts, and HR documentation
- Assisted with planning employee training and performance appraisals.
- Enforce and update company policies in line with Pakistan labor law.
- Support administrative tasks such as filing, correspondence, and supply ordering.
- Managed daily administrative marketing tasks, ensuring smooth operations and timely project execution.
- Resolved customer inquiries efficiently, delivering tailored solutions and maintaining a high level of client satisfaction.
- Scheduled and published daily content using tools such as Hootsuite / Buffer / Later / Sprout Social.
- Created and implemented integrated marketing campaigns that combined digital, traditional, and social media platforms, leading to measurable increases in lead generation, customer retention, and market share.

Marital Status: Single
Visa Status: Residence
Gender: Female
Religion: Muslim

July 2019 - January 2020

IBEX Call Center - Administrative, Lahore, Pakistan

- Ensure smooth day-to-day operations of all office facilities
- Maintain updated records of all office assets, Monitor stock levels of stationery, office supplies, and pantry items and reorder as needed.
- Negotiate service contracts and ensure timely delivery and quality compliance
- Process invoices and coordinate with the finance team for payments
- supervise office security protocols and manage access control systems
- Organize internal events, celebrations, or awareness campaigns

April 2018 - June 2018

PEL (Pak Elektron Limited) - Intern, Lahore, Pakistan

- Supported the marketing team in executing promotion campaigns for home appliances and energy products.
- Conducted market research and competitor analysis to aid strategy development for new launches.
- Helped plan seasonal campaigns (Ramzan, Eid, Summer Promotions).
- Collaborated with sales, product, and advertising teams on cross-functional marketing efforts.
- Managed digital marketing performance reports via Google Analytics and Meta Business Suite.
- Monitored online feedback and recommended improvements to boost brand image.
- Created and executed integrated campaigns aligned with business goals to increase visibility and acquisition.
- Led marketing training sessions, enhancing team skills and performance.
- Planned and carried out sales promotions to exceed targets.
- Contributed to designing and executing launch campaigns across traditional and digital channels.

LICENSES & CERTIFICATIONS

- Social Media Marketing- Google
- **Artificial Intelligence** - Lahore University of Management Sciences

SKILLS

- Microsoft Excel
- Microsoft PowerPoint
- Microsoft Office