**SHANAYYARA MAHMOOD**
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Visa Status: Spouse Visa

**Professional Summary**

Results-driven Public Relations & HR Professional with over 9 years of experience in corporate communication, talent management, and customer service. Proven track record in strategic PR campaigns, media relations, social media management, customer services and HR operations. Adept at handling high-profile events, recruitment, training, and stakeholder engagement. Seeking to leverage expertise in a leading UAE-based organization.**Core Competencies**

* **Public Relations & Communications:** Media & Guest Relations, Crisis Communication, Content Writing, Social Media Management, Event Planning.
* **Customer Service & Administration:** Complaint Resolution, Client Interaction, Database Management, Executive Support.
* **HR & Talent Management:** Recruitment, Performance Evaluation, Training & Development, Payroll Management, Employee Relations.
* **Technical Proficiency:** MS Office, QuickBooks, Canva, Oracle, CRM, Skype, SPSS, Data Analysis.
* **Languages:** English (Fluent), Urdu (Fluent), Hindi (Conversational), Punjabi (Fluent), Arabic (Basic)

**Professional Experience**

1. **Chief Public Relations Officer**

***The Islamia University of Bahawalpur, Pakistan* | *2021 – 2024***

* Spearheaded PR campaigns, increasing media coverage by 60%.
* Managed social media platforms (Facebook, Instagram, Twitter, YouTube), boosting engagement by 40%.
* Coordinated high-profile events such as the Cholistan Desert Jeep Rally and government official visits.
* Designed key university publications, including Prospectus, Annual Reports, and Newsletters.
* Led admission campaigns, improving student enrollment rates.
* Established collaborations with government and industry stakeholders for institutional growth.
1. **Assistant Manager – Customer Care Services**

***Pakistan Telecommunication Limited (PTCL)* | *2015 – 2020***

* Managed daily operations, ensuring 98% customer satisfaction.
* Trained staff in MS Office and CRM software, improving efficiency by 30%.
* Supervised payroll and bookkeeping processes, maintaining 100% accuracy.
* Handled customer inquiries, reducing complaint resolution time by 25%.
* Prepared daily Revenue-based reports using CRM and Excel.
1. **Management Associate / Admin Officer**

***Pakistan Telecommunication Limited (PTCL)* | *2015***

* Responsible for attending to customers and providing support and after-sales services
* Assisted in recruitment, onboarding, and payroll processing for 500+ employees.
* Managed financial statements, budget analysis, and accounts reconciliation.
* Streamlining HR and office operations and reducing manual work.
1. **Sales Executive**

***Toyota Motors Bahawalpur, Pakistan* | *2014***

* Promoted and sold vehicles, generated leads, and engaged with customers while delivering excellent customer service.
* Conducted product demonstrations, negotiated deals, closed sales, and provided after-sales support to ensure customer satisfaction.
* Met sales targets, managed inventory, and analyzed market trends.
* Maintained proper documentation and ensured compliance with company policies and legal requirements.

**Additional Engagements**

* **Team Lead, Graduate Employability Center** – Organized workshops, mentored interns.
* **Secretary, Board of Studies** – Assisted in curriculum planning and faculty coordination.
* **Co-Advisor, Performing Arts Society** – Managed cultural and extracurricular events.
* **Master Trainer, Executive Training Center** – Conducted professional development sessions.

**Achievements & Awards**

* **Women Empowerment Award** – Punjab Youth Parliament, Pakistan (2024).
* **1st Chief Public Relations Officer** of a Public University in Pakistan (2020 – Present).
* **Gold Medalist** – BBA Hons (2014).
* **Best Management Associate** – PTCL (2015).
* **Digital Learner Champion** – PTCL Skill Port Academy.
* **1st Place in Digital Plan Competition** – District Level.

**Education**

* **Master’s in Business Administration**
National College of Business Administration & Economics, Lahore | *CGPA: 4.0/4.0* | *2014 – 2016*
* **Bachelors in Business Administration (BBA) – Marketing**
Islamia University of Bahawalpur | *CGPA: 3.89/4.0* | *2010 – 2014*
* **Intermediate in Commerce**
Punjab College of Commerce, Bahawalpur | *85%* | *2008 – 2010*
* **O-Levels**
The City School, Cambridge University, UK | *6As, 2Bs* | *2006 – 2008*

**Certifications & Training**

* **Customer Relationship Management Training** – PTCL (2017).
* **Conflict Management Workshop**
* **Business Communication Workshop**
* **Organizational Behavior Seminar**
* **Customer Care Training**
* **Competencies Development Training PTCL**
* **Developing Eﬀective Strategist Workshop** NBEAC (2019).
* **Case Study Teaching & Writing** – Sukkur IBA University (2020).
* **Session Chair** – International Conference of Tourism, Entrepreneurship & Business Research

**References**

Available upon request.