



## CONTACT ME

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## EDUCATION

**Masters in Marketing**  
University of the Punjab

## SKILLS

- Market Analysis
- Campaign Management
- Client Relationship Building
- Sales Strategy
- Data Analysis
- Team Collaboration
- Presentation Skills
- Communication
- Social Media Marketing
- Adaptability
- Problem Solving
- Time Management
- Detail-Oriented
- Creativity
- Goal-Oriented
- Microsoft Office Suite
- Customer Service
- Organizational Skills
- Leadership
- Negotiation

## LANGUAGE

English 

Punjabi 

Urdu 

# Sehrish Lateef

## PROFESSIONAL SUMMARY

Dedicated and experienced educator with over 10 years of teaching expertise in various educational institutions. Proven track record of fostering a dynamic and engaging learning environment. Skilled in data management and supervision, with a keen eye for detail and a commitment to excellence. Adept at simplifying complex mathematical concepts for students and promoting their academic success. Seeking opportunities to continue making a positive impact in the field of education.

## WORK EXPERIENCE

**Marketing & Sales Internship** **2022 July - 2022 September**  
Flex o Sign

- Spearheaded the conception and execution of innovative marketing campaigns, resulting in a notable 15% surge in brand visibility.
- Played a pivotal role in crafting persuasive sales presentations, contributing to a substantial 10% increase in client acquisitions during the internship tenure.
- Conducted comprehensive market research and competitor analysis, providing key insights that informed strategic decision-making processes.
- Proactively managed customer relationships, ensuring high levels of satisfaction and gathering valuable feedback for continuous process improvement.
- Assumed a central role in maintaining and updating the customer database, optimizing overall operational efficiency through meticulous attention to detail.

## CERTIFICATIONS

- Certified on sports day
- Certified fashion design course
- Certificate decoration class room
- Silver medalist on sports day
- Second position in 8th class and got a reward as a cup

## VOLUNTEER SOCIAL WORK

Engaged in community outreach programs, demonstrating a commitment to social responsibility. Contributed time and skills to local charities, fostering a sense of community and making a positive impact. Participated in fundraising events, demonstrating organizational and leadership skills. These experiences enhanced my ability to connect with diverse audiences and strengthened my dedication to community service.