

## CONTACT



+92 336 3619433



zarminnaveed@yahoo.com



DHA 2, Islamabad



[www.linkedin.com/in/zarmin-naveed](https://www.linkedin.com/in/zarmin-naveed)

## EDUCATION

**2023**

MBA-Marketing  
SZABIST Islamabad

**2014**

Bachelor of Business  
Administration  
University of Peshawar

**2009**

A levels  
Private

## SKILLS AND TOOLS

- Social Media Management
- Communication & PR
- Content Writing
- Google Analytics
- Tools: Google Trends, Search Console, Canva, HubSpot, Semrush, Hootsuite, Mailchimp, Meta Business Suite
- Event Planning

## TRAINING & CERTIFICATIONS

- edX Harvard, Online-Entrepreneurship in Emerging Economies August 2020 -November 2020
- edX Harvard, Online- Digital Marketing- In process
- Digital Marketing Training- Future Connect
- Digital Marketing training by Digital Eggheads.
- Multiple on-going personal development training at TMUC.

# ZARMIN NAVEED

Business Development | Content Creation | Digital Marketing | Social Media Management | Event Organising | HR

Experienced professional with over eight years in diverse roles in digital marketing, social media management, content strategy and creation, communication & PR, and business development, committed to delivering high-quality results and building lasting relationships.

## WORK EXPERIENCE

**June 2023-till present**

**Future Connect Training & Recruitment  
Marketing Team Lead**

Strategy making and planning  
SEO-based content writing for websites: blogs, course content  
Google Analysis activities  
Social Media Management: YouTube, Facebook, Instagram, TikTok, LinkedIn  
Content for social media including graphic design  
Conduct consultation for prospective customers  
Team management, content research, campaign execution

**September 22-May2023**

**Danescor  
Operations Associate**

Email and social media marketing,  
Content Creation for marketing campaigns,  
Collaborate with the team to ensure operational goals are aligned,  
Conceptualized and designed visual communications such as marketing collaterals,  
Evaluated candidates and manage interview processes.  
Research for the target audience.

**January 2020–December 2021- Karachi, February –August 2022-Rawalpindi**

**The Millennium Universal College (TMUC)  
Career Development and Student Engagement Officer**

**March 2019 -November 2019**

**TRG-IBEX  
Inbound Sales Specialist**

**March 2018 – February 2019**

**Themis School of Law. Karachi, 1-year contract  
Assistant Programme Coordinator**