

# KANZA TABASSUM

CONTENT WRITER | CUSTOMER SERVICE REPRESENTATIVE

Profile: Female, Single, Pakistani  
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## CAREER SUMMARY - OBJECTIVE

Approachable, energetic, result-oriented, well presented, and able to establish good working relationships with a range of different people, possessing a proven ability to generate innovative ideas and solutions to problems. Enhance team performance and maximize client satisfaction by strategically managing messages and implementing process improvements.

Objective is to obtain a challenging position in a reputed organization, an organization that recognizes dedication, devotion and achievements with the ample of opportunities of advancement in my skills and experience.

## PROFESSIONAL EXPERIENCE

### Content Writer/Customer Service at Verge 360 (Digital Advertising Agency) (July 2021– Continue)

#### Job Description:

- Monitor and manage social media platforms such as Facebook, Instagram, and LinkedIn to build brand presence.
- Set up monthly meetings with clients and answered client inquiries.
- Engage with customers on social media to resolve their issues/concerns in an efficient manner.
- Established and maintained relationships with influencers and bloggers to keep the brand relevant in the social media space.
- Make Monthly Content Calendars for my clients.
- Write all content to be posted on their Social Media.

### Sales Consultant at Tag Heuer (July 2020 – June 2021)

#### Job Description:

- Used consultative sales techniques to understand customer needs and recommend relevant products and services.
- Provided sales and customer service assistance to walk-in traffic.
- Responded to telephone and in-person requests for information.
- Followed up existing customers to provide additional support and address concerns.

## EDUCATIONAL CREDENTIALS

- **Bachelors in Mass Communications** (2017-2021)  
National University of Modern Languages, Lahore ([www.numl.edu.pk](http://www.numl.edu.pk))  
**CGPA: 3.6/4.0**

## ADDITIONAL SKILLS

- Excellent verbal, written, communication and proficient in MS Office
- Excellent Interpersonal, Co-ordination and Follow-up skills
- Excellent stress management & time management skills
- Ability to identify and rectify problems
- Ability to work under pressure
- Ability to work in a Team
- Creative thinking and Multitasking
- Trend Analysis

#### ACHIEVEMENTS AND AWARDS

- Awarded a Laptop based on merit from Chief Minister of Pakistan.
- Awarded a Solar Lamp based on merit from Chief Minister of Pakistan.
- Awarded a scholarship based on SGPA of 4th semester.
- Awarded 1st position in Photojournalism Competition.

#### LANGUAGES

English, Urdu (Native), Arabic (Reading)

#### REFERENCE

Will be furnished upon request.