

MINU MURSHIDA

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Abu Dhabi, UAE

As a seasoned professional with a proven track record, I bring a wealth of expertise in managing people, leadership, marketing, business development, sales, and cultivating strong customer relationships. My career has been a journey of turning vision into reality, where I have successfully orchestrated and coordinated activities to achieve sustainable growth for organizations.

EXPERTISE

- Social media marketing
- Content creation
- Copy writing
- Customer relationship management
- Market research and analysis
- Campaign planning and execution
- Strategic planning
- Paid & organic growth strategies
- Social media trends

PROFESSIONAL EXPERIENCE

Haris & Co – Digital Marketing Agency – Calicut, India

April 2023 – October 2023

Social Media Account Lead

- Developed and executed tailored content strategies for a diverse range of niches, including skincare, furniture, real estate, study abroad, Ed-tech, logistics.
- Launched skincare niche targeted advertising campaigns, resulting in a 70% increase in website traffic and 60% growth in revenue.
- Conducted in-depth competitor analysis within each niche, resulting in the development of highly competitive social media strategies.
- Efficiently managed content calendars for multiple niches, ensuring that the content aligned with industry-specific events and trends.

Nestle Away – Bangalore, India

July 2021 – March 2023

Marketing & Operations Executive - (Remote)

- Strategically managed social media growth of logistics and ERP niches, achieving an overall cumulative increase of 200% in growth.
- Oversaw the end-to-end project management of content marketing campaigns, ensuring deadlines and deliverables are met.
- Acted as the primary point of contact for clients, facilitating regular communication, project updates, and addressing their specific needs and concerns.
- Utilized analytics tools (google analytics, social media insights) to track content performance metrics, such as website traffic, engagement, and conversion rates.

Moonlight Electricals & Sanitaryware, LLC - Abu Dhabi, UAE

April 2022 – June 2022

Marketing Assistant

- Supported the marketing team with daily administrative tasks and collected qualitative and quantitative data from marketing campaigns.
- Utilized CRM software to track leads, manage customer information, and generate reports.
- Coordinated sales meetings, prepared presentations, and maintained sales documents and records.

EDUCATION

- | | |
|--|-------------|
| • University of Calicut | 2021 - 2023 |
| Master of Business Administration – Specialized in Marketing & HR | |
| • Indira Gandhi National Open University | 2020 - 2022 |
| Master of Commerce (Distance) | |
| • Indira Gandhi National Open University | 2020 - 2022 |
| Post Graduate Diploma in International Business Operations (Distance) | |
| • University of Calicut | 2017 - 2020 |
| Bachelor of Commerce | |

SKILLS

- | | |
|---------------------------------------|---|
| • Interpersonal & communication skill | • Working proficiency in Microsoft Word, Excel, PowerPoint, Google Sheets, Slides, Doc. |
| • Leadership | • Canva designer |
| • Project management | • Attention to detail |
| • Adaptability | |

CERTIFICATIONS

- APTIS – Forward Thinking English Testing by British Council with final scale score of 179/200.
- Creative Problem Solving by University of Minnesota with 85% grade.
- Excel Skills Job Simulation by JP Morgan Chase & Co.

POSITIONS UNDERTAKEN

- Marketing Head of ASCEND 2K22 - National Management Fest - 2022
- Marketing Club Head of Placement Cell of DCMS - 2021-2023
- Vice-Captain of Kalopsia - Fine Arts Festival - 2020
- Student Coordinator of COMMET 2K19 - South Indian Management Fest - 2019

LANGUAGES KNOWN

- Malayalam – Native proficiency
- English – Full professional proficiency
- Arabic – Elementary proficiency
- Hindi – Elementary proficiency

PERSONAL INFORMATION

- Nationality - Indian
- Date of birth – 04/02/1999
- Gender – Female
- Marital Status - Married
- Visa status – Visit visa