

Farah Batool

Marketing Director

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Languages

English

About

I am a bilingual first year student studying MA International Business Management at Middlesex University. During my studies I am gaining theoretical and practical skills, including business strategy and development, business communication and management, policy and economy, and human resource management and supply chain management. I have over 1 year of both business management and marketing, and event planning and management experiences working in the digital marketing and event management roles. I am looking for a placement opportunity within a business environment, where I can gain hands on experience to support my studies and future career.

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Creative Psyches

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Experience



● Director Marketing and Management

Creative Psyches | Sep 2021 - Aug 2023

- Managed a team of marketing and design professionals to develop and execute marketing campaigns
- Analysed market trends and competitor strategies to inform decisions and optimise marketing efforts
- Conducted market research to identify new customer segments and develop strategies to target them
- Collaborated with marketing and sales teams to develop and execute promotional campaigns that increased brand awareness by 70%
- Established strategic partnerships with key industry players, including media and communications firms resulting in a 75% increase in Leads



● Event Organization and Management

Creative Psyches | Sep 2021 - Aug 2023

- Organised and led workshops and courses to equip students with important life skills such as business management, digital media, content writing, and graphic design.
- Launched an entrepreneurship model to identify and capitalise on new entrepreneurial opportunities for skill growth and creative thinking.



● Corporate Intern

Universal Service Fund | Jun 2021 - Sep 2021

- Provided legal advice on corporate governance, securities, and meeting minutes

Education & Training

2023 - 2023

● Middlesex University

MA International Business Management,

2012 - 2014

● Quaid-e-Azam University

Bachelor of Arts,