



# MIDHAT FIRDOUS

## ABOUT ME

I am a results-driven professional with a strong blend of technical skills and business management experience. Known for my teamwork, communication, and problem-solving abilities, I thrive in dynamic environments. I am eager to leverage my expertise to deliver impactful solutions and contribute to the success of a forward-thinking organization.

## CONTACT



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Karachi

## EDUCATION

### Diploma Program IOBM

Digital Marketing & E-Commerce - 2025

### MBA Iqra University

MBA - Marketing - 2023

### BS FUUAST - 2018

### Intermediate 2014

## SOFT SKILLS

- Communication skills
- Time management
- Problem-solving skills
- Time management skills
- Adaptability
- Creativity

## SKILLS

- Canva
- Adobe Photoshop
- Constant Contact
- Power BI
- SQL
- MS Office

## EXPERIENCE

### Senior Executive | Marketing & Communication

#### ChildLife Foundation (Mar 2023 - to date)

- **Social Media Calendar & Content:**  
Design monthly calendar for social media, update posts, and draft content as per the schedule
- **Social Media Report:**  
Update weekly report across all social media platforms
- **Monthly Reports:**  
Update monthly reports of Marketing activities regarding SM and other ongoing marketing campaigns & projects.
- **Content Writing:**  
Develop various forms of content such as letters, messages, newsletter, blogs, article, press release, annual report of organization and other marketing collateral
- **Campaign Management:**  
Collaborate with line managers and vendors to manage campaigns, and media buying activities
- **Images & Videos:**  
Conduct photoshoots and create videos as needed for campaigns.
- **Website Management:**  
Develop website content and update it as required.
- **Event Management:**  
Develop plan and execute for the event.

### Executive Coordinator

#### Imaam Clinic (01 year)

- Prepare Macro and Micro reports.
- Maintain all the daily reports and record of patients.
- Took feedback from patients and extract improvement points
- Organize events .

- Give orientation to new hire employees.
- Make policy and SOPs also maintain the tracking sheet of SOPs

## **HR Trainee**

### **Imaam Clinic (02 Months)**

- Screening Resumes, and scheduling interviews
- Generate ID cards of Employees and maintain the record systematically
- Update employee record as per criteria
- Design the presentation for trainings
- Organize event

## **PROJECTS**

- Thesis: Impact of Online Reviews towards Online purchase Intention
- Research work on Working women and their work life balance
- Introduce a new online book purchase platform.
- Summary report of Canon
- Detailed structure of company compensation and benefits.
- Re launch a product Forhans
- Introduce a new online book purchase platform.
- Research work on Impact of online reviews towards online purchase intention.