

Rubbia Shafique

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PROFESSIONAL SUMMARY

A results-driven marketing professional with a strong background in campaign management, marketing strategy, and data analysis. Seeking a challenging position as a **Marketing Campaign Manager**, where I can leverage my skills in campaign management, marketing analytics, and cross-functional collaboration to drive impactful marketing initiatives.

AREA OF EXPERTISE

- **Marketing Campaign Management**
- **Data Analysis & Reporting** (SQL, PostgreSQL)
- **Budgeting & Campaign Optimization**
- **Client Relationship Management**
- **Cross-functional Team Collaboration**
- **Content Creation & Distribution**
- **Social Media Marketing**
- **Project Management**

PROFESSIONAL EXPERIENCE

Organization	Glitz Pharma
Designation	Assistant Manager Distribution & Institution
Tenure:	November 2023 - Current

MAJOR RESPONSIBILITIES

- Led marketing campaigns, managing budget and tracking performance.
- Coordinated cross-functional teams to execute product distribution.
- Created and managed marketing collateral and ensured timely campaign activation.

PROFESSIONAL EXPERIENCE

Organization	Glitz Pharma
Designation	Distribution Coordinator
Tenure:	April 2023 - November 2023

MAJOR RESPONSIBILITIES

- Handled client orders, invoices and ensured product availability.
- Contributed to monthly marketing plans and budget management.

PROFESSIONAL EXPERIENCE

Organization Pace Technologies
Designation Software Engineer
Tenure: March 2021 – December 2021

MAJOR RESPONSIBILITIES

- Developed back-end systems and used **SQL/PostgreSQL** for data management.
- Worked on campaign performance analysis and reporting.

ACADEMIC BACKGROUND

MSSE (Master of Science in Software Engineering) Foundation university Islamabad 2023-2025

BSIT (Bachelor of Science in Information Technology) PMAS Arid Agriculture University Rawalpindi 2017-2021

I.C.S (Computer Science) Anum Degree College (FBISE) 2015-2017

Matric (Computer Science) F.G Girls Public Secondary School (FBISE) 2013-2015

AREA OF RESEARCH

- ✓ Agile Metrics: Measuring And Improving Team Performance in Agile Projects
- ✓ Six Sigma DMAIC Approach

CERTIFICATES

- ✓ Office Automation - Fame Computer College
- ✓ Hair Styling (CBT) – Government of Pakistan (NAVTTTC)

TECHNICAL SKILLS

- ✓ **Programming Languages:** PHP, SQL, HTML, CSS, JavaScript
- ✓ **Tools:** Visual Studio, Dreamweaver, SQL Database Server
- ✓ **Design Software:** Adobe Photoshop, Adobe Illustrator, Corel Draw
- ✓ **Project Management:** Agile, Scrum
- ✓ **Databases:** MySQL, PostgreSQL

Language Skills

- ✓ English: Fluent
- ✓ Urdu: Fluent