

# HAFSAH BATOOL

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+335-58585200



## PROFILE

Enthusiastic, creative and innovative team player with hands-on experience in advertising and communication roles. Talented writer who communicates effectively with target audiences through creative campaign content and is able to implement organizational missions and visions through positive leadership, collaborative skills and a desire to cultivate relationships. Possesses excellent communication skills, strong managerial and interpersonal skills; seeking a team-oriented challenging atmosphere, where skills can be learnt and utilized.



## PROFESSIONAL EXPERIENCE

Creative Manager  
Interflow Communications  
Ltd.  
2017-2018

Intern Communication  
Officer  
Hashoo Foundation  
2015-2016

Creative Executive  
Interflow Communications  
Ltd.  
2014-2015

Marketing & Training  
Executive  
Social Engineering  
Consultants Ltd.  
2014-2015

- Developed comprehensive campaigns across all media
- Receive and effectively interpret marketing briefs
- Generate and present campaign ideas, write scripts and create storyboards that are effective across all media
- Market research for various campaigns
- Creatively coordinated my team and resources
- Project management strength - able to plan, prioritize, organize, and delegate work effectively
- Implemented and improved internal communications system between three offices.
- Created and coordinated content for branding collateral, social media, monthly newsletter, success stories, and short videos.
- Took briefs, transcribed documentaries, wrote copy for internal marketing and products across digital, radio as well as print mediums.
- Liaise with other internal creative teams and departments as necessary - specifically in maximizing the sharing of creative work and minimizing duplication as appropriate
- Spearheaded creative visual merchandising
- Led successful conversion primary & secondary school curriculum onto Promethean software and trained teachers to navigate the software.



## EXPERTISE

Copy-writing for Digital, PR,  
TV, Print & Radio  
Creative Content & Script  
Concepts  
Story-boarding  
Team Management  
Brand Narratives  
Creative Briefs  
Research



## SKILLS

Leadership  
Internal & External Brand  
Communication  
Writing & Editing  
Creative Content Planning  
Written & Verbal  
Communication



## EDUCATION

2010 - 2013

Masters in Defence & Strategic Studies  
Quaid-e-Azam University

2009

Bachelors in Political Science & Islamic History  
University of Azad Jammu Kashmir

2004 - 2007

Bachelors in Business Administration  
Nust Business School



## REFERENCES

Umar Dar  
Creative Director, Interflow Communications.  
0321-4095973

Faisal Hashmi  
Account Director, Interflow Communications.  
0335-5852994



## INTERESTS

Avid reader across pop ct  
latest industry trends,pol  
and culture, social media  
participator,self learning  
software,set design and  
direction, alliteration, net  
ideas.