



# Ramsha Anwar

International Marketing Manager

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## Languages

- Punjabi
- English
- Hindi
- Urdu

## About

As a versatile retail professional, I've honed my customer service and sales skills across various environments, excelling in roles such as Customer Care Advisor and Regional Brand Manager. My multilingual capabilities in English, Hindi, Punjabi, and Urdu, along with a flexible approach make me an asset to any team.

### BRANDS WORKED WITH

- ASH SHAHADA HOUSING ASSOCIATION
- Bizarre Studio
- BOL Network
- Highjam Marketing
- Ilma University
- Interflow Communications
- THE EVENT & EXHIBITION PARTNERSHIP

## Experience



### CUSTOMER SERVICE ADVISOR

THE EVENT & EXHIBITION PARTNERSHIP | Nov 2023 - Now

- Demonstrating effective communication skills by promptly responding to customer inquiries, resolving concerns, and efficiently handling requests, thereby fostering positive relationships with clients.
- Collaborating seamlessly with cross-functional teams, particularly in the coordination and facilitation of events and exhibitions, ensuring a cohesive and successful execution of projects.
- Spearheading customer service initiatives at The Winter Wonderland.
- Actively engaging with clients to understand and address their needs, contributing to heightened satisfaction levels.

### BRAND REPRESENTATIVE

Highjam Marketing | Sep 2023 - Now

- Creates positive customer experiences and drives sales for the client.
- Deliver daily sales reports, promote the brand in-person at stores and events and in the community.
- Posts creative and engaging content on social media to build brand awareness, used point-of-sale systems to complete transactions, share customer and sales team feedback with colleagues.
- Educates customers, retailers, and vendors on the product assortment and brand history.

### EXECUTIVE ASSISTANT

ASH SHAHADA HOUSING ASSOCIATION | Nov 2022 - Feb 2023

- To assist the Property Services Manager to achieve void turnaround targets for repair works and to manage the pre-void and lettings process.
- To deal effectively with complaints in line with the Association's procedures, managing each through to completion.
- To ensure that each end of tenancy and new letting is completed in line with administrative and legal requirements, including tenancy termination, tenancy agreement and associated paperwork, HB / UC application, CORE form, OmniLedger, MS Office and SAP.
- Carry out a number of specific housing and tenancy management tasks, primarily relating to Tenancy Audit, Estate Inspections, Tenancy sign-ups, rent arrears management, anti-social behaviors management and meetings with internal and external Care & Support staff and other agencies where necessary to assist in taking legal action to enforce the conditions of tenancy (non payment of rent or other breaches).



### MARKETING MANAGER

Bizarre Studio | Jan 2018 - Sep 2021

- Managed all client media buys and determine appropriate media spend for all clients and sponsors.
- Active use and contribution to the Salesforce (CRM) to map out the onsite events calendar
- Working within clear budgets to procure event suppliers, entertainment

and propsManaged brand presence through all paid own and earn digital media including developing social strategies for SEM.

- Identifying effectiveness and impact of current marketing initiatives with tracking and analysis, including brochures, advertising, e-newsletters, and PowerPoint presentations.and optimise accordingly

- **MEDIA COMMUNICATIONS MANAGER**

BOL Network | Oct 2016 - Oct 2018

- Developed and implement comprehensive media strategies aligned with organizational goals.
- Cultivated and maintain relationships with media outlets, journalists, and influencers to secure positive coverage and develop crisis communication plans and act as a spokesperson during challenging situations to manage and mitigate reputational risks.
- Produced compelling written and visual content for press releases, articles, blogs, social media platforms, overseen and coordinate social media activities, ensuring consistent messaging and brand representation.
- Plan and coordinate media-related events, such as press conferences, product launches, and interviews.



- **INTERNATIONAL MARKETING & PR MANAGER**

Ilma University | Nov 2015 - Dec 2017

- To develop and maintain productive relationships with key external partner organisation such as partner universities and the British Council, Ministry of Education, Government and other sponsors.
- Developed creative briefs and guide creative direction to meet objectives for all advertising and public-facing communications, including print, digital, and video assets.
- Produce detailed proposals for events (including timelines, venues, suppliers, legal obligations, staffing and budgets).
- Research venues, suppliers and contractors, then negotiate prices and hire event logistics (for example, venue, catering, travel).



- **MARKETING & PR ANALYST**

Interflow Communications | May 2013 - Jul 2015

- Increased customer engagement by 59% through creating and implementing bespoke email marketing campaign, worked closely with producers and senior management to get the best result for the events.
- Ensure all planned marketing activity is being completed to deadline and to a high quality, Managed the production of brochures, flyers, website banners, product videos, and social media posts for Twitter Facebook accounts with-a combined 2M followers.
- Clearly communicate marketing activity, deadlines and results with the rest of the project team.
- Managing event budget, making sure the budget tracker is up to date, Identify key target audiences and ensure messaging in all marketing materials is benefit led and speaks to these audiences.

## Education & Training

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2021 - 2022 ● **University of Hull**

Master of Management,

2019 - 2019 ● **Indus Valley School of Arts & Architecture**

Diploma in Event Management (Merit),

2012 - 2017 ● **IQRA University**

Bachelor's of Advertising (Merit),