**SYEDA AFAF WARIS**

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**PROFESSIONAL PROFILE**

# I am a highly motivated person with ample experience in management, administration, and customer service. I have a qualitative approach to work with positive attitude along with adequate learning capacity. With a diverse portfolio in the fields of marketing and management combined, I possess the capabilities to perform result-oriented tasks pertaining to the organizational requirements.

# I am seeking to work with a reputed company to achieve new levels of competence in the fields of administration and customer service. My ultimate goal is to gain valuable experience in order to progress competitively in my career.

**Qualifications, Certificates & Technical Office Skills**

**Statement of Attainment in Developing**

**Administration Skills for Team leaders (TAFE)** 2018

Fundamentals of Human Resources 2018

Hub Spot Inbound Marketing Certification

Certified 360o Digital Marketing Professional

Certificate Handling People Positively (Workshop) 2010

Masters in Business Administration 2009

Bachelors in Business Administration 2008

Microsoft Office Intermediate

G Suite Intermediate

Microsoft Outlook Intermediate

Word press Intermediate

Adobe Acrobat Reader (Editor) Intermediate

Awareness of social media management Software Hoot Suite

**ACHIEVEMENTS**

* Achieved projects on the basis of ***client referrals***.
* Good ***reputation with existing clients***.
* ***Planning & Organizing*** helped me timely execution
* Self Published ***Professional Blog*** to inspire beginners for a career in freelancing.
* Listed among the **Top 50 Blogs** for Aspiring Authors on a school site.
* **(http://freelancingmum.com)**
* Enticed customers with ***High Quality*** ***Work*** meeting their standards.
* Attracted New Clients due to ***Active Social Engagement*** on Social Networks of LinkedIn and Facebook.

**CAREER HISTORY**

**Organization: Trust Deed, Baulkham Hills, NSW**

*(Online legal document delivery and management services*)

**Title: Sales & Support Representative**

***Duration: January 2019- Present***

* Manage the customer base of my products by providing professional guidance and support.
* Answer simultaneous and multiple customer enquiries promptly, competently and professionally via various communication channels (email, phone and chat).
* Resolve customer complaints where applicable and within specified time-frames or refer to the correct department to ensure commitments are followed through and closed off.
* Offer excellent customer service by providing customers with general information relating to services, packages and pricing and actively maintain knowledge about the products being offered.
* Ensure all customer contact is accurately recorded in the appropriate systems/ databases to assist with future contact or follow-up and all relevant feedback is passed on to the applicable departments.
* Assist customers in the completion of application forms and provide support to successfully lodge their applications.
* Update spreadsheets with transactional records of purchase orders.
* Compose creative blogs with informative content targeted for customer retention and lead generation.

**Other Duties:**

* First point of contact across all platforms of chat, phone and email.
* Understand the client queries and divert the calls and emails to the relevant department/ persons.
* Coordinate with other team members in assembling the marketing materials and ensure successful delivery to the established clients within the specified time frame.
* Assist the printing department to smoothly carry out the day to day operations.
* Ensure timely dispatch of daily printing orders.
* Handle the whole printing process independently; printing of documents, making folders and dispatching the courier.
* Maintain tracking records of the print orders and update the daily orders sheet.

**Organization: Web99, Baulkham Hills, NSW**

(*Digital Marketing Agency based in* ***Sydney, Australia***)

**Title: Content Writer**

***Duration: April 2018- November 2018***

* Article writing, rewriting for company as well as the clients.
* Edit & Proof read articles, blog posts or any website content.
* Website optimization through SEO content to drive traffic.
* Client onboarding.
* Analyze content marketing metrics and make changes as needed by the client.
* Collaborate with team to produce content with optimum results.

**Organization: Express Gift Service UK** (Ecommerce store for flowers and gifts delivery in UK)

**Title: Freelance Content Writer**

***Duration: December 2012 to September 2016***

* Coordinating with their internet marketing team to plan their content marketing strategy**.**
* Designing ***creative copy*** including all web content, headlines, tag lines, and positioning statements.
* Writing targeted ***keyword rich content*** for main and Parent categories of their sites.
* Developing ***Weekly Blogs*** and submission to Blog sites.
* Copy-editing and proof reading articles and other web content.
* Research and ***developing new ideas*** for web content.
* Timely provision of content on daily basis while ***meeting tight deadlines***.
* Social Media Content management
* Writing Newsletters, Press Releases and submission.

**Major Projects and KPIs achieved:**

1. Received ***salary raise*** due to consistent performance and high quality work.
2. Gained the ***authority to plan and execute*** the content marketing strategies which helped the company attain marketing goals.

**Organization: MARKETIFIED** (A Digital Marketing Startup in Pakistan)

**Title: Digital Marketing Assistant**

***Duration: January 2012 to December 2012***

As a Digital Marketing Assistant, I worked on SEO, social media marketing, articles writing, link building, keywords analysis, On-page and off-page optimization.

Key responsibilities include:

-Ensuring ***technical optimization of websites*** to attract and engage those visitors that

closely match the agreed profile of the target audience.

-Creating the necessary content for target audience of different clients.

* **Coordinate with team** to ensure all content is optimized across all platforms and user experiences (websites, mobile, social, video, blogs, retail portals etc).
* Promoting both ***offsite and onsite activities*** and also the interactions that build ranking, profile and traffic.
* Manage and interact with clients to pursue their marketing goals in coordination with my team.
* Social Media Management of Clients on Facebook.

**Major Projects and KPIs achieved:**

1. Worked as a ***Team Player*** in ***winning the projects*** from clients.
2. Elevated from the rank of ***internee to a Digital Marketing Assistant*** position.

**Organization: Silk Bank Ltd.** *(A reputed commercial bank in Pakistan)*

**Title: Customer Services Officer/Receptionist**

***Duration: December 2009 to July 2010***

* My main role was a front desk customer services officer but it incorporated receptionist and administrative duties as well:
* Providing ***administrative support to Branch Manager*** as well as office staff.
* Manage the walk-in customer traffic effectively.
* Handling ***inbound & outbound calls*** and transferring to the relevant department.
* Maintaining and ordering the office supplies stock.
* Handle customer complaints/ queries and ensure their timely closure.
* Inform the customer about the products & services being offered by the bank and ***pitch sales*** when necessary.
* Ensure ***staff coordination*** through official correspondence of emails, letters, and meeting minutes.
* Data entry of customer accounts with update and maintenance.
* Filing the letters, receiving and dispatching the mails.

**References**

References available upon request.