

MARYAM JAVED

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PROFESSIONAL EXPERIENCE

- Head of Marketing & Partnerships**, *StudyPal.co*, Mumbai, India **Jul 2021 to Dec 2021**
- Led the content marketing team and developed effective strategies to increase app downloads by 20% over 6 months
 - Increased CTR and Engagement Rate for LinkedIn posts by 50% by focusing on the carousel and poll formats
 - Developed and strictly followed the monthly content calendars to enable systematic content upload across the firm's socials
 - Closely liaised with the content marketing team to produce digital content including [Instagram Reels](#), [Instagram](#) and [LinkedIn](#) Video posts, and [LinkedIn](#) and [Facebook](#) Picture posts
 - Arranged and hosted interactive live Zoom sessions aimed at converging student users with study experts to help boost number of users on the app by 10%
 - Planned and executed the strategy for getting UK and Canada based partners on board
- MBA Intern**, *Wm Morrison Supermarkets Plc*, Grimsby, UK **Summer 2019**
- Led, managed & executed the assigned project (Salmon Project) within the stipulated time of 10 weeks
 - Closely liaised with senior management and persuaded key stakeholders to agree process
 - Collated and analysed data (excel) for organoleptic and microbiological assessment of finished products
 - Presented findings and recommendations to the CEO and the recommendations were implemented
- Financial Associate**, *Lucknow Chikan International*, Mumbai, India **2016 – 2018**
- Managed a portfolio of 12 global clients within retail industry across Spain, Switzerland and Malaysia
 - Assisted in managing 30% of the export business activity, equating to average annual revenue generation of USD 30K
 - Improved cash flow and client order tracking through the implementation of new invoicing software by collaborating with an external stakeholder
- Assistant Manager**, *Kotak Mahindra Bank Limited*, Mumbai, India **2014 – 2016**
- Assisted in providing training to 6 members (post an M&A deal) and boosted overall productivity of the team by 25% over 3 months
 - Received special recognition (from the key client) for processing high value USD 14M guarantees with a minimum turnaround time of 2 hours from initiation to completion
 - The only accredited team member to achieve JAIIB (Junior Associate of Indian Institute of Banking) accreditation, 2015
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EDUCATION

- MBA**, Alliance Manchester Business School, Manchester, UK **2018 – 2020**
- Overall grade achieved: Merit
 - Worked with the In-house Marketing Department at AMBS to create video content of "Life at AMBS"
 - [A LinkedIn post of the MBA students celebrating the Chinese New Year](#) was shared by the AMBS account
 - [A promotional video was created to spread awareness about the participation of AMBS at the MBAT](#)
 - [A video was created to spread awareness about the AMBS MBA Dubai Study Tour 2019](#)
- MSc. Marketing Management**, Durham University, Durham, UK **2012 – 2013**
- Overall grade achieved: Merit
 - Commended for "Most Innovative Advertisement" as part of Integrated Marketing Communications module. Top of the cohort
- BA Commerce**, R. D. National & W. A. Science College, Mumbai, India **2008 – 2011**
- Overall grade achieved: First Class
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SKILLS & QUALIFICATIONS

- **Languages:** English (IELTS Score – Jan 2021): Listening 8.5, Reading 8.5, Writing 8, Speaking 8, Overall Score 8.5; Hindi (Native Proficiency), Urdu (Limited Working Proficiency)
- **IT Skills:** MS Office (Expert); HTML (Basic); SPSS (Intermediate)
- **Additional Information:** Currently in the process of building my personal brand through [my YouTube Channel](#) and [my Blog](#).