



## CONTACT DETAILS

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**Address:** Sharjah, UAE

## SKILLS

### PROGRAMMING LANGUAGES

C, C++, C#

Java

SQL

HTML/CSS

Assembly

### SYSTEM SOFTWARES

WordPress

### MARKETING TOOLS

Bpm'online

MailChimp

Hubspot

### BUSINESS SKILLS

Communication

Creativity

Confidence

# MARIA MANSOOR

BTECH COMPUTER SCIENCE & ENGINEERING

## WORK EXPERIENCE

### Gibca Furniture Industry Co. Ltd. L.L.C.

#### *Product Development Support Coordinator – Marketing*

*Feb 2018 - Present*

- Creating and uploading content for the organization's website. Refer : [www.gfiuae.com](http://www.gfiuae.com) and [www.gibcaoman.com](http://www.gibcaoman.com)
- Content writing for the website, social media, email marketing campaigns and script writing for technical content.
- Providing accurate reports and analysis to clients and company management to demonstrate effective Return on Investment (ROI).
- Researching new online media opportunities that may benefit the business including mobile, social media, development of blogs and forums.
- Developing and integrating content marketing strategies and digital marketing plans.
- Communicating with clients, affiliate networks and affiliate partners.
- Creating presentations to suggest new ideas and proposals.
- Designing website banners and assisting with web visuals and contributing to social media engagement and brand awareness campaigns.
- Managing the contact database and assisting the lead generation activities.
- Using Google analytics software to monitor the performance of website and make recommendations for improvement.
- Conducting key word research and web statistics reporting for SEO and Google adwords
- Assisting with paid media including liaising with digital advertising agencies.
- Maintaining and updating ERP for data linked with website.
- Supporting with designing and implementation of ERP modules for all new products.

### Gibca Furniture Industry Co. Ltd. L.L.C.

#### *Intern, IT & Digital Marketing*

*July 2018 – September 2018*

- Designing a software module for the company's ERP system.
- Integrating the software module with the database.
- Integrating the module and database with reports generator.
- Preparing the sitemap and wireframe for the website.
- Creating and updating content on the website.

## CERTIFICATIONS

### **Cisco Networking Academy**

- *CCNA Routing and Switching: Introduction to Networks*
- *Packet Tracer 101*

### **Coursera**

- What is Social?
- Install and Manage Google Cloud's Apigee API Platform Specialization

## EDUCATION

### **B.Tech Computer Science & Engineering**

#### ***Manipal Academy of Higher Education, Dubai***

*September 2014 – June 2018*

- Completed the degree with an overall **CGPA 8.8**
- Overall knowledge of Computer Hardware, Software, Networking, Artificial Intelligence, Cloud Computing, Augmented Reality, Cyber Security;
- Specializing in Web Designing and Digital Marketing
- Merit scholarship holder in three semesters

### **Business Management (Minor Specialization)**

#### ***Manipal Academy of Higher Education, Dubai***

*September 2016 – June 2018*

- Completed the minor specialization with an overall **CGPA 10**
- Topper in subjects of Marketing Management, Financial Management, Operations and Systems Management, Human Resource Management & Essentials of Management.

### **Higher Secondary School**

#### ***Sharjah Indian School, Sharjah***

*September 2008 – March 2014*

- Completed CBSE 12<sup>th</sup> AISSCE exams in the Science stream in subjects of Computer Science, Mathematics, Physics, Chemistry and English
- Completed CBSE 10<sup>th</sup> AISSC exams in the Science stream successfully scoring 9.2 CGPA
- Member of the student council

### **Primary School**

#### ***Holy Mary High School, Hyderabad***

*2000 – March 2008*

### **Activities**

**2018** - Attended the Interzum Exhibition in Cologne, Germany

**2018** - Attended ACCELARATE BPM'online event on CRM and BPM, Dubai, UAE

**2017** - Participated in the Angelhack, Abu Dhabi

**2017** - Attended the Cisco Connect event in Dubai, UAE