



Lareb Umer

MARKETING/MANAGEMENT

Profile

An enthusiastic, motivated and dedicated individual seeking to become a creative, capable decision maker and leader.
My goal: to have my name become a brand that stands for success

Core Strengths

Communication
Creativity
Perseverance
Flexibility and Adaptability
Avid and Collaborative Learner

Extracurricular Activities and Hobbies

Member of ZABMUN Society
Drama Society-High School
Reading-Novels, Myths, History, Webtoons, Lifestyle
Avid Korean and Chinese Drama Fan
Travelling

Skills

- MS Word, Power Point
- Canva
- Corporate Writing
- Market Research

Get in Touch!

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Professional History

Project Trainee

Consumer Healthcare-Sanofi Pakistan | January 2020-present

- Planning and Executing Corporate Events:** Trade Show Conventions, Conferences, Cycle Meetings
- Marketing Campaigns:** Coordinate with Brand Team, Advertising and Media Agencies and Business Partners to strategize, develop and execute 360 degree marketing campaigns.
 - Digital:** Social Media campaigns (FB/ Insta content, PR campaigns), Digital Media Planning
 - Conventional:** Trade and Distributor Activation e.g
-World Digestive Health Day-Trade POSMs, Digital Engagement posts, Webinar, Field Force branding, Internal Marketing
- School Educational Programs- Karo Pait ki Baat School Campaign, Sehat Kahani Campaign on Dysmenorrhea
- Project Lead- Win With Customers:** an internal global gamified learning app for sales force
- Responsible for content management and creation, communication and increasing user engagement and scope in coordination with local and global project team.
Success: Pakistan ranked 3rd Globally just 3 months after app launch
- Liaison between Brand Team, other departments and Business Partners
- Webinars and Digital Sessions:** In view of the "New Normal-Work From Home" arranged webinars with local and foreign speakers in collaboration with local associations and institutions
e.g Webinars in collaboration with Pakistan Allergy, Asthma and Immunology Society, Pakistan Medical Association
- Purpose and Value Campaigns:**
-Purpose and Values Corporate Video: ideation and development
-Plantation Drive
- Corporate Videos:** Farewell Video, Consumer Healthcare Video
- Assist with administrative tasks

Intern- Trade Marketing

Sanofi Pakistan | October 2019- January 2020

- Project Lead- Win With Customers App:** Content creation and management, Beta testing, App Launch and Strategized user engagement
- Worked on various trade marketing tasks
- Annual Sales Cycle Meeting:** Event planning, execution

Intern- Supply Services

Reckitt Benckiser Pakistan | January 2018- February 2018

- Intern in New Product Development/ Product Development Team: coordinate with and liaison between relevant departments to ensure timely production

Freelance SEO Content Blogger

ELN- The E-Learning Network | November 2017 - May 2018

Academic History

- SZABIST Karachi**
BBA in Marketing | 2015-2019
-3.44 CGPA
- Beaconhouse College Campus- DHA**
A Levels-Commerce | 2012-2014
- Beaconhouse School System- Defence Campus**
O Levels-Science | 2009-2012