

SHERAZ RAHMAN

HSE Officer | Digital Marketing & Social Media Manager

+971 56 856 0854 | +92 305 3554822 | Sherazrehman775@gmail.com | Karachi, Pakistan | linkedin.com/in/sheraz-rahman

PROFESSIONAL SUMMARY

Versatile and results-driven professional with a strong foundation in Health, Safety & Environment (HSE) and Digital Marketing, complemented by certified expertise in occupational safety disciplines including IOSH Managing Safety, Permit to Work, Confined Space Safety, Scaffold Safety, Crane Lifting & Rigging, and Fire Safety at Work. Holds additional certifications in Digital Marketing Fundamentals and Social Media Strategy. Adept at conducting risk assessments, enforcing HSE compliance, and developing safety culture — while simultaneously capable of driving brand awareness, managing social media campaigns, and delivering data-driven digital marketing results. A proactive communicator with demonstrated leadership, project management, and client relations skills across UAE and Pakistan markets.

CORE COMPETENCIES

HSE & Safety: Risk Assessment & Hazard Identification | Incident Investigation & Reporting | Safety Audits & Inspections | HSE Compliance & Regulatory Standards | Emergency Response Planning | Permit to Work (PTW) Systems | Toolbox Talks

Digital Marketing & Social Media: Social Media Management (Instagram, LinkedIn, Facebook, TikTok) | Content Creation & Strategy | SEO & SEM | Campaign Planning & Analytics | Brand Management | Email Marketing | Digital Marketing Strategy

General & Administrative: Project Management | Client & Stakeholder Relations | Data Entry & Reporting | MS Office Suite | Leadership & Team Coordination | Time Management | Problem Solving

CERTIFICATIONS

- **IOSH Managing Safety** — Proactive Environmental and Safety Solutions (PESS)
- **Fire Safety at Work** — Proactive Environmental and Safety Solutions (PESS)
- **Scaffold Safety** — Proactive Environmental and Safety Solutions (PESS)
- **Confined Space Safety** — Proactive Environmental and Safety Solutions (PESS)
- **Crane Lifting and Rigging Safety** — Proactive Environmental and Safety Solutions (PESS)
- **Permit to Work System** — Proactive Environmental and Safety Solutions (PESS)
- **Introduction to Digital Marketing and Fundamentals** — Simplilearn

WORK EXPERIENCE

Security Coordinator

Novatex Limited | Pakistan July 2025 – Present

Oversee and coordinate all security operations across company premises, ensuring a safe and secure environment for employees, visitors, and assets at all times. Manage access control at the main gate by enforcing strict vehicle tracking and personnel entry/exit procedures in compliance with company security protocols. Conduct real-time surveillance through CCTV monitoring systems, identifying and responding promptly to any suspicious activity or security breaches. Supervise and inspect security guards across all designated posts, ensuring adherence to duty schedules, uniform standards, and operational procedures. Perform regular perimeter and premises inspections to proactively detect vulnerabilities and unauthorized access points. Manage professional reception duties including welcoming and registering visitors, verifying identities, and issuing visitor passes. Maintain accurate security logs, incident reports, and daily activity records to support audit readiness and management reporting.

Data Entry

Wellcome Wellcome Digital Marketing Est. | *Ajman, UAE* Feb 2024 – Aug 2024

Generated and prepared reports, summaries, and statistical analyses to support decision-making processes. Entered and maintained accurate data in databases, ensured data quality, and generated reports. Improved data processing efficiency through streamlined procedures.

Telesales Executive

Wellcome Wellcome Digital Marketing Est. | *Dubai, UAE* Sept 2023 – Feb 2024

Managed outbound calls to potential customers, effectively promoted products and services, and achieved sales targets. Built and maintained client relationships through excellent communication and follow-ups.

Junior Admin

Landstar Real Estate | *Dubai, UAE* July 2023 – Aug 2023

As a Junior Admin, I developed skills in office management, Scheduling, and record-keeping, while improving operational efficiency and supporting out onboarding. This experience enhanced my organizational skills and prepared me for future administrative roles.

Phone Banking Officer

United Bank Limited – UBL | *Karachi, Pakistan* May 2023 – July 2023

Strengthened customer relationships through excellent communication skills, active listening and understanding individual needs. Educated clients on available products and services, promoting cross-selling opportunities to benefit both the bank and customers. Reduced call Wait times by prioritizing tasks efficiently. Enhanced customer satisfaction by efficiently handling high volume of inbound calls and addressing their banking needs.

EDUCATION

Bachelor of Science in International Relations

University of Sindh | *Jamshoro, Pakistan* Jan 2019 – Dec 2022

GPA: 2.91 / 4.0

Intermediate

Govt. (B) Degree College | *T.J.M, Pakistan* Jan 2018 – Dec 2018

Grade: B

LANGUAGES

English: Advanced | Urdu: Professional | Hindi: Proficient | Sindhi: Native