



AYESHA MUGHAL

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📍 House Number 1113,
Street 45, Sector F17
Islamabad, Pakistan

SKILLS

Digital Marketing

Google Ads, Tiktok ads, Ads
Campaign, Facebook Ads, Canva

Content Marketing & Advertising

Email marketing, Copywriting

TOOLS

Keepa, Helium10, Facebook pixel,
Junglescout, Meta Business Suite

COURSES & CERTIFICATIONS

Content Marketing & Advertising
Erozgar | 2020

Digital Marketing Internship
Girls in Marketing UK | 2024

Digital and Social Media Marketing
Marketing Mastery | 2024

EXPERIENCE

AMAZON VIRTUAL ASSISTANT

2021 - 2023

THE DIGITAL CLICKS I WAH, PAKISTAN

- Product Hunting
- Brand Approvals
- Data Analysis using tools
- Email Marketing
- Store Management

SOCIAL MEDIA MANAGER

2020 - 2022

BOOK JUNCTION | RWP, PAKISTAN

- Management of Social Media Pages
- Communication with Customers
- Ads Copywriting
- Ads Creatives Designing

OFFICE ADMINISTRATOR

2016 - 2020

PRUDENTIAL SOLUTIONS

- Manage daily office operations efficiently.
- Coordinate meetings and appointments.
- Handle communications and correspondence.
- Maintain office supplies inventory.
- Assist with reports and documentation.

EDUCATION

MS Management Science

Marketing, Business,
Entrepreneurship, Management,
Advanced Research Methods

Riphah University Islamabad, Pakistan

CGPA : 3.97

2018 - 2020

AWARDS

Chancellor's Gold Medal

MS Management Sciences | 2020