

AYESHA
Digital Marketer

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Professional Summary Ayesha is a dynamic professional with a BS in Mass Communication from NUML, Islamabad, and diverse experience in banking, real estate, and media industries. Skilled in social media management, client relations, and digital strategy, she has successfully executed campaigns and enhanced online presence. Her internship at PTV News enriched her communication expertise. Ayesha combines creativity, technical proficiency, and a passion for digital trends to excel in fast-paced environments.

Education	BS Mass Communication National University of Modern Languages (NUML), Islamabad (2020-2024)
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Key Skills	Social Media Management: Expertise in managing and optimizing social media presence on platforms like Meta-Facebook, Instagram, Twitter, and LinkedIn. Client Relationship Management: Strong experience in building and maintaining client relationships, with a focus on delivering results. Digital Campaign Strategies: Skilled in developing and executing digital marketing campaigns that align with business objectives. Project Management: Efficient in managing multiple tasks under pressure and delivering within tight deadlines. Graphic Designing and Content Creation: Creative mindset with an eye for aesthetics and design, contributing to engaging multimedia content.
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Experiences

- **Content and Social Media Specialist**
Security Experts — Islamabad, Pakistan
August 2024 — January 2025
- **Assistant Relationship Manager (ARM)**
Silkbank — Islamabad, Pakistan
August 2023 – January 2024
- **Social Media Coordinator**
USA Estate & Builders — Islamabad, Pakistan
October 2021 – June 2023
- **Internship — News & Current Affairs Department**
PTV News — Islamabad, Pakistan
July 2021 – September 2021

Additional Strength

- Strong interest in social media marketing and keeping up with the latest digital trends.
- Excellent written and verbal communication skills.
- Ability to work both independently and in collaborative team environments.
- Highly organized, with strong problem-solving and event management skills.

Portfolio

<https://github.com/Ayesha-Maqsood507/Portfolio.git>
