

Contact

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 [Maryam Bint E Imran](#)

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Education

03/2022 - 05/2024

CAPITAL UNIVERSITY OF
SCIENCE AND TECHNOLOGY

MS PROJECT MANAGEMENT

09/2017 - 11/2021

FOUNDATION UNIVERSITY
RAWALPINDI CAMPUS

Bachelor of Computer Arts
(Graphic Design)

Skills

DESIGNING SKILLS

- Adobe Photoshop
- Adobe Illustrator
- Figma
- Canva
- Brand Identity Design
- Digital Content Creation
- UI/UX Design (Basic)
- Social Media Design
(Instagram, Facebook)

PROJECT MANAGEMENT

SKILLS

- Primavera P6
- Jira (Task & Project Tracking)
- Project Planning & Execution
- Team Leadership & Workflow
Management
- Agile & Scrum Fundamentals
- MS Office (Word, Excel,
PowerPoint)

SOFTWARE AND TOOLS

Jira, Slack, MS PowerPoint, MS
Excel/ Google Sheets, Figma,
Canva, Adobe Photoshop &
Illustrator, Capcut.

Maryam Bint E Imran

Creative Strategist

Rawalpindi, Pakistan

Results-driven professional with 4 years of experience in graphic design, brand development, and social media strategy, combined with a Master's degree in Project Management. Proven track record of executing creative campaigns, leading design teams, and enhancing brand presence through strategic planning and digital engagement.

Experience

2/2025 - PRESENT

INNOVATIVITY (SMC-PRIVATE) LIMITED

VISUAL COMMUNICATION DESIGNER

- Designed and developed brand identities, marketing collateral, and digital content aligned with client objectives and business goals.
- Maintained consistent brand presence by adapting visual assets to meet project specifications and brand guidelines.
- Utilized graphic design and project management tools to ensure timely delivery of high-quality deliverables, enhancing user engagement and increasing brand awareness.

11/2024 - 2/2025

AK-LINKS

GRAPHIC DESIGNER

- Created brand identities, marketing assets, and digital content that improved client engagement and elevated brand recognition.
- Managed and scheduled content for social media platforms, including Instagram and Facebook, maintaining a consistent and cohesive brand image.
- Supported the planning and execution of targeted social media campaigns, contributing to a 25% increase in brand awareness and follower growth.

10/2023 - 1/2024

MART 4 ALL

SOCIAL MEDIA MANAGER - INTERNSHIP

- Managed and scheduled social media content, ensuring consistent brand visibility.
- Increased engagement by 15% through strategic content and audience interaction.
- Supported website updates and maintained brand-aligned visuals.
- Received 100% positive client feedback for social media strategy.

12/2021 - 3/2022

TABARUK ORGANICS

BRAND STRATEGIST

- Designed brand identity and marketing materials for a successful brand launch.
- Contributed to branding strategy and created assets that boosted market presence.

7/2021 - 9/2022

MAANAQ CREATIVES

DESIGN MANAGER

- Led a design team in developing brand identities and marketing materials across print and digital platforms.
- Managed project workflows, task allocation, and deadlines to ensure timely, high-quality deliverables.
- Collaborated with clients to create brochures, banners, and social media assets.
- Handled multiple projects simultaneously, boosting client visibility through innovative design.
- Mentored junior designers and promoted a productive, collaborative work environment.