

Education**NUST, School of Social Sciences and Humanities (S3H)**

MS in Mass Communication (Research); CGPA 3.2

Fatima Jinnah Women University

Bachelors (Honors) in Communication and Media Studies (Print Media); CGPA 3.1

Work Experience**365 Adventures- Marketing & Sales Specialist (January 2025- May 2025)**

- Developed and optimized SEO-friendly tour listings for the company website, social media, and Online Travel Agencies (OTAs) such as WeBook, GetYourGuide (GYG), and Civitatis, improving visibility and engagement.
- Created compelling website content tailored to specific audience segments, enhancing user experience and conversion rates.
- Managed product listings on OTAs and Rezdy (online business platforms), ensuring accurate descriptions, high-quality visuals, and competitive pricing while tracking and analyzing B2C bookings for performance insights.
- Developed and executed collaborative content strategies with B2B clients to drive engagement, brand visibility, and business growth.
- Designed and delivered customized itineraries based on client requests, providing personalized travel experiences and increasing customer satisfaction.
- Identified influencers across 3 destinations to promote the tours and adventure activities.
- Assisted the operations team in selecting appropriate themes for special Eid events, enhancing guest experience and optimizing profitability.
- Assisted the social media team in managing audience engagement by responding to comments and inquiries.
- Monitored and maintained relationships with B2B customers, ensuring seamless communication, tracking bookings, and identifying opportunities for collaboration and growth.

Telnet USA (October 2023- February 2024)- Outbound Social Media Manager/ Graphic Designer

- Identified potential social media public and private groups and pages for marketing telecommunication services.
- **Conducted in-depth research on marketing trends and incorporated those trends in content development to increase customer engagement.**
- Created a budget for paid campaigns in alignment with company expenses and financial guidelines.
- Managed paid social campaigns across Meta Business accounts, achieving a **2% CTR and 92% increase in post engagement.**
- Optimized SEO by revising Title Tags and Meta Descriptions, resulting in improved Google rankings.
- Prepared comprehensive monthly reports analyzing social media metrics to assess brand visibility, track progress, and inform data-driven strategies for continuous improvement.
- Set up Meta Business accounts and launched paid campaigns focused on driving conversions.
- Registered Telnet USA in business directories for enhanced SEO results.
- Organized and maintained influencer data according to established guidelines, with a specific focus on their respective niches.

Ajencia (July 2023-August 2023)- Social Media Manager

- Developed content strategies across three diverse niches (clothing, engineering consultancy, and educational services).
- Crafted a tailored Content Calendar aligned with client requirements and preferences.
- **Developed content** in collaboration with the graphic designer.
- **Created a list of influencers** to promote clothing brand.
- Formulated comprehensive content guidelines for influencers in accordance with specific client requirements.
- Designed strategy for User Generated Content.

Odetta, Inc (July 2020-May 2023)- Lead Generator/Content Writer/ Data Analyst/Linguistic Annotator

- Lead Generator- Researched new leads to expand the market.
- Research Analyst- Researched new business opportunities, including digital transformation plans, data analytics initiatives, new software, mergers and acquisition, supplier research, and new product research for clients.
- Web Scraper- Assisted sales team in identifying prospects via research to market new tools and services.
- Email Reviewer- Reviewed emails of potential clients and created a database for cold emailing.
- Content Analyst- Tracked and tagged content trends on all social media platforms.
- Linguistic Annotator- Tagged language data and tracked relevant keywords in articles, blogs and web copies.

GK Hair (April 2021-December 2021)- Content Writer

- Content Writer- Created content for Social Media, Blogs, Amazon, Website as per content calendar.
- Social Media Content Manager- Created content calendars, guidelines for influencers and scheduled posts.
- Influencer Marketing Analyst- Reviewed content, tracked product delivery; communicated with influencers.
- Community Manager- Managed online audience to track their order deliveries and answer product queries.
- Influencer Research- Identified 5k influencers from 5 countries

- *Referral Communication- Communicated referrals with new offers.*
- *User-Generated Content Strategist- Refined and tracked UGC and refined it for social media campaigning.*

Seven Koncepts (November 2018- September 2020)- Content Specialist

- *Content Writer/ Copy Writer- - Created content for Social Media, Blogs, Amazon, Website as per content calendar.*
- *Social Media Content Manager- Planned Content Calendars and collaborated with Graphic Designers. Also compiled monthly reports reflecting total number of sales.*
- *Project Manager (NationBytes)- Created, edited and managed content.*
- *Ad-Copy Writer- Created PPC Campaigns Content*
- *On-Page SEO Optimization- Updated meta title and description every month according updated keywords to improve website ranking.*
- *Client Relationship Manager- Enhanced client communication for seamless interactions*

Roots School System (June 2018-October 2018)

- **Conducted Language Classes:** *Delivered comprehensive English language lessons, focusing on grammar, vocabulary, and communication skills.*
- **Developed Course Outlines:** *Designed and implemented structured course outlines tailored to enhance student engagement and language proficiency.*
- **International Spelling Test Preparation:** *Trained students for international-level spelling competitions, ensuring their readiness through personalized coaching and practice sessions.*
- **Creative Writing Workshops:** *Led specialized creative writing sessions, guiding students in crafting speeches for the school's annual events, enhancing their public speaking and writing abilities.*

Training/Diplomas

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| <ul style="list-style-type: none"> • <i>Search Engine Optimization, Ministry of Information, Pakistan (April 2019-June 2019)</i> • <i>Freelancing, Ministry of Information, Pakistan (April 2019- June 2019)</i> |
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Technical Skills

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| <ul style="list-style-type: none"> • Marketing Tools: Google Analytics, Facebook Ad Manager, Metricool, MOZ, SURFER SEO • Content Creation Tools: Canva, Milanote • Project Management Tools: Asana, Monday.com • OTAs: GetYourGuide, Klook, Viator (TripAdvisor), WeBook, Civitatis • CRM: Rapidum, ZOHO |
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