

PROFILE

Passionate Marketer and experienced Brand Representative with a diverse background in executing impactful promotional strategies and collaborating with cross-functional organizations.

Leveraging top-tier communication skills sharpened by teaching on an international stage, I excel at connecting with diverse audiences and translating brand visions into reality. Eager to bring my creative energy and industry experience to a forward-thinking marketing team.

CONTACT ME

 03475156924

 rafiaattiquebutt31@gmail.com

 123 Anywhere St.,
Any City, ST 12345

LANGUAGES

English

Urdu

Chinese (Basic)

RAFIA ATTIQUE

➤ EDUCATION

RIPHAH INTERNATIONAL UNIVERSITY

MS in Management Sciences
2024-2026

RIPHAH INTERNATIONAL UNIVERSITY

Bachelor of Business Administration
2020- 2024

PUNJAB COLLEGE

ICS Physics
2017-2019

➤ EXPERIENCE

INTERNATIONAL EDUCATOR (CAMBRIDGE & PEARSON CURRICULUM)

NA ACADEMY | ONSITE

SEPTEMBER 2025 – MAY 2026

Delivered high-quality education to an international student body, specializing in both Cambridge and Pearson educational frameworks.

Taught a diverse range of subjects, adapting complex concepts to ensure clear communication and high engagement levels for global learners.

Utilized advanced interpersonal and presentation skills to manage multicultural classrooms and cater to individual student needs.

Developed tailored lesson plans and learning strategies, demonstrating strong organizational skills and time management.

SKILLS

Marketing & Content Strategy
Digital Marketing & Brand Representation
Content Creation & Copywriting
Target Audience Research & Market Segmentation
Campaign Planning & Strategic Management
Data & Market Analytics
Marketing Analytics & Consumer Insights
Statistical Data Analysis (Quantitative Research)
A/B Testing & Data Visualization
Predictive Modeling (Basic)
Interpersonal & Leadership
Cross-Cultural Communication (International Experience)
Public Speaking & Classroom Management
Project Management & Team Collaboration
Problem-Solving & Decision Making
Technical & Software Skills
Data Analytical Tools
SPSS
Smart PLS
Process Hayes
R Programming
Python
Business Intelligence & Data Visualization
Microsoft Power BI
Microsoft 365 Suite (Excel, PowerPoint, Word)
Creative & Design Tools
Canva
Adobe Creative Cloud Photoshop

Marketing Administrator & Social Media Manager

Stone Regalia | Remote
2021 – 2024

Content Strategy & Creation: Developed and executed an aesthetically cohesive content calendar across primary social media platforms to showcase premium jewelry collections and elevate brand identity.
Social Media Handling: Managed daily online operations, including scheduling posts, writing compelling copywriting/captions, and optimizing hashtags for maximum reach and discoverability.
Community Engagement: Acted as the core online brand representative, building customer loyalty by promptly responding to direct messages, comments, and inquiries regarding product details and availability.
Growth & Analytics: Monitored social media metrics (engagement rates, follower growth, and post reach) to analyze audience trends and adjust digital marketing strategies for better performance.
Campaign Coordination: Collaborated on digital marketing campaigns, e-commerce promotions, and product launches to increase online traffic and drive brand awareness.

Marketing Assistant (Intern)
Time & Space Media (PVT) Ltd | Islamabad
2022 – 2023

Market Research & Insights: Conducted comprehensive research on target audiences, consumer preferences, and competitor strategies to generate actionable insights for client marketing campaigns.
Campaign Execution: Supported the planning, coordination, and execution of multi-channel marketing campaigns spanning digital advertising, social media, print, and email marketing.
Content Development: Co-created engaging promotional materials, including social media copy, advertisements, blog articles, and email newsletters to align with client brand voices.

GLOBAL ACADEMIC CREDENTIALS

Market Research and Consumer Behavior – IE Business School | 2023

Introduction to Psychology – Yale University | 2023

Effective Problem-Solving and Decision-Making – University of California, Irvine | 2022

Leading Positive Change through Appreciative Inquiry – Case Western Reserve University | 2022

Financial Accounting Fundamentals – University of Virginia | 2021

Principles of Management (Fixed typo) – Saylor.org Academy | 2020

Artificial Intelligence – University of Helsinki | 2020

Critical Thinking and Problem-Solving – University of California, Irvine | 2020

Data Analysis: Collected and analyzed campaign performance metrics to evaluate effectiveness, identify optimization areas, and facilitate data-driven decision-making.

Cross-Functional Collaboration: Partnered closely with graphic designers, copywriters, sales representatives, and external vendors to ensure cohesive, high-quality campaign delivery.

Event & Operational Support: Assisted in organizing promotional events and product launches to boost brand awareness, while managing daily administrative databases and client inquiries.

Digital Content Creator & Monetization Specialist Google AdSense | Digital / Remote 2019 – 2022

Multichannel Content Creation: Produced high-quality, targeted digital content across various formats (articles, blogs, videos, and infographics) optimized to align with niche audience interests and search trends.

Ad Architecture & Optimization: Strategically integrated Google AdSense ad units into website layouts to maximize Click-Through Rates (CTR) and ad impressions while maintaining a seamless user experience.

Revenue & Performance Tracking: Monitored and analyzed key performance metrics—including traffic sources, impressions, clicks, and earnings—to continually optimize content performance and revenue generation.

Policy Compliance & Quality Assurance: Strictly maintained adherence to Google AdSense program policies, content quality standards, and placement guidelines to safeguard account health and eligibility.

Audience Engagement & Growth: Cultivated a loyal reader/viewer base by interacting with audiences through community channels and newsletters, successfully driving repeat traffic and steady monetization.