

TALHA JAMAL

Paf Base Nurkhan E 18/2 Chaklala Rawalpindi

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SUMMARY

A strategic marketer specializing in building high conversion brand ecosystems. I architect digital presence by blending psychographic insights with sharp, multi platform storytelling to transform target audiences into loyal communities. My approach connects data driven strategy with human centric creativity to deliver measurable growth and authentic engagement.

EDUCATION

Bachelors in Business Administration - Riphah International University Sep 2022 - Present

- Specialized in Marketing with a strong academic foundation. Demonstrated ability to apply theoretical knowledge through organizing international events and engaging with innovation-focused forums.

Fsc- Pre Engineering . Fazaia Inter College Risapur Aug 2019 - Aug 2021

- Pre-Engineering background provides a strong analytical foundation, allowing me to bridge creative content with data-driven strategies for innovative and results-oriented marketing.

WORK EXPERIENCE

Marketing Intern - Riphah Centre of Islamic Business · Internship Mar 2025 - June 2025

- Gained practical marketing experience by creating digital designs, executing email campaigns, conducting cold calls, and assisting with event logistics for an international conference.
- Developed strong professional skills in communication, creativity, and organization while learning to collaborate in a team and operate effectively under pressure in a corporate setting.

Marketing Coordinator - Digital Empowerment Network Aug 2024 - Apr 2025

- Managed project timelines, reducing delivery times by 30%.
- Spearheaded the adoption of cutting-edge engineering software, improving project accuracy by 15%.
- Collaborated with cross-functional teams, enhancing project success rates by 10%.

Projects

- Integrated Digital Strategy for Flickora:** Developed a full-funnel Q4 strategy deck targeting millennial professionals, defining key content pillars and a cross-channel KPI framework.
- Social Media Revamp & UGC Campaign:** Audited and rebranded Instagram presence for a turkish incubation Centre Siber Koza, resulting in a 40% increase in engagement and launching a successful

ADDITIONAL INFORMATION

- Technical Skills:** Project Management, Digital Marketing, Content & Video Production, Social Media Marketing, Event Management, Data Base Planner.
- Languages:** English, Urdu
- Certifications:** Google Ads Search Certification, Meta Blueprint Digital Marketing Associate.
- Awards/Activities:** Received the "Best Organizer" Award for outstanding contributions to project ICIB-07, Event Management and Media positions technologies