GUL-E-ZEHRA

SOCIAL MEDIA STRATEGIST

CONTACT

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EDUCATION

2025 - Present

IOBM (INSTITUTE OF BUSINESS MANAGEMENT)

- Power BI
- E-Commerce
- Amazon
- Digital Marketing

VIRTUAL UNIVERSITY OF PAKISTAN

- Bachelor of Business Administration

SKILLS

- Project Management
- Public Relations
- Teamwork
- Time Management
- Leadership
- Effective Communication
- Microsoft Office
- Brand Storytelling
- Campaign Optimization

LANGUAGES

- English (Fluent)
- Urdu (Fluent)

PROFILE

A skilled Digital Media Strategist with over 5 years of experience in crafting impactful strategies, engaging content, and driving measurable growth. Proficient in managing campaigns, influencer collaborations, and UGC content creation across platforms. Proven track record of increasing engagement and audience growth through innovative, data-driven solutions.

WORK EXPERIENCE

DG Concepts   2021 - PRESENT

Marketing Manager & Specialist

- Create and manage the marketing budget, ensuring efficient allocation of resources and optimizing ROI.
- Oversee market research to identify emerging trends, customer needs, and competitor strategies.
- Monitor brand consistency across marketing channels and materials.

Goldluna Marketing   Apr 2024 - Dec 2024

Social Media Manager

- Develop and execute comprehensive marketing strategies and campaigns that align with the company's goals and objectives.
- Lead, mentor, and manage a high-performing marketing team, fostering a collaborative and results-driven work environment.
- Monitor brand consistency across marketing channels and materials.

Personal Projects

Founder of Facebook Community

- https://www.facebook.com/groups/386217419108119

Influencer/ Content Creator

- www.instagram.com/i_am_gulezehra/

CERTIFICATIONS

Social Media Marketing

- Hubspot Academy

LinkedIn Creator Posting Strategy

- LinkedIn

Advanced Digital Marketing Master Class

- Femprow

Media Freelancing in Digital Age

- Femprow