



DUA ZEHRA

Digital Marketer

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A: H-61 Sadat Colony Shah
Faisal, Karachi, Pakistan

SKILLS

Digital Marketer

Certified SEO, PPC, SMM

SEO Strategist

On Page/ Off Optimization

SEO Content writer

Basic HTML and CSS, Microsoft
Excel, CMS, Google Search
Console, Google Analytics

Strong content writing, research,
communication and analytical
skills

Social Media strategist

Content Creator

PROFILE

A passionate young individual with exemplary digital marketing skills, who drives growth through effective and innovative marketing strategies. A motivated team player who consistently aims to push expectations and exceed goals.

308 + PD

EDUCATION

Diploma in Digital Marketing | Trained by Naeem Rajani, Karachi

Nov 2021 - Feb 2022

- SEO/ PPC / SMM
- Trained on live websites

Bachelors in Management Sciences, (Major in Marketing) | NED University of
Engineering & Technology, Karachi

Dec 2016 - Dec 2022

- GPA: 3.24

College | SRE MAJEED GOVT. DEGREE College for Boys & Girls, , Karachi

Aug 2014 - Aug 2016

- A+ GRADE

School | Karachi Public School, karachi

Jan 2022 - 2014

- A+ Grade

11-8

EXPERIENCE

Digital Marketer | Digital Graphiks, Karachi

Mar 2022

- SEO Strategist (On-page/ Link Building)
- SEO Content creator
- Social Media Strategist

6-7 pm
am

Sales Executive at Alibaba.com | Alibaba.com| Trademor, Karachi

Nov 2020 - Nov 2021

- Increased revenue by implementing effective sales strategies in sales cycle process from prospecting leads through close.
- Developed sales strategy based on research of consumer buying trends and market conditions.
- Achieved sales goals and service targets by cultivating and securing new customer relationships.
- Researched sales opportunities and possible leads to exceed sales goals and increase profits.
- Grew sales and boosted profits, applying proactive management strategies and enhancing sales training.

6 am - 7 pm

Digital Marketing Intern | KeysProduction, Karachi

Oct 2020 - Dec 2020

- Campaign Ideas and Strategies for Virtual Events

REFERENCES

Shah Talha Sohail

Naeem Rajani