IQRA KHALID

Digital Marketing

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CAREER OBJECTIVE

I am a multi-talented professional with expertise in designing, e-commerce, marketing, art designing, and photography. With a passion for creativity and a keen eye for detail, I have successfully applied my skills in various industries, delivering exceptional results.

In the realm of designing, I possess a strong understanding of visual aesthetics and the ability to create engaging and impactful designs. Whether it's graphic design, web design, or product design, I consistently strive for innovative solutions that resonate with the target audience.

My experience in e-commerce has equipped me with a deep understanding of online business strategies and customer behavior. I have effectively utilized digital platforms and marketing techniques to drive sales, enhance user experience, and optimize conversion rates.

EDUCATION

Matric 2013 - 2015
Hassan Scholar Public school

FSC (Pre-Engineering) 2016 - 2018
Govt Girls higher sceondary College Multan

BSc (Computer Science) 2018 - 2020
GC UNIVERSITY FAISALABAD

MC'S (Computer Science) 2021 - Present
Khwaja Fareed UNIVERSITY RAHEEM YAR KHAN

EXPERIENCE

Graphic Designer 2021 - Continue

- In the field of designing, I have a strong understanding of visual aesthetics and the ability to create visually appealing and impactful designs. I have experience in graphic design, web design, and product design, and always strive to come up with innovative solutions that resonate with the target audience.
- My knowledge and experience in e-commerce have given me insights into online business strategies and customer behavior. I am well-versed in utilizing digital platforms and marketing techniques to drive sales, improve user experience, and optimize conversion rates.

Freelancer 2021 - Continue

- Developed and implemented comprehensive SEO strategies for improving organic search rankings and increasing website traffic.
- Conducted thorough keyword research to identify high-potential keywords and optimize website content accordingly.

TECHNOLOGICAL SKILL

E-Commerence · Marketing · Art Designing · Photography · Strong Research · SEO · Graphic Desiging · Web Speed Optimization

INTERESTS

Digital Marketing

Art Designing

Photography

Socializing/Networking

LANGUAGES

Urdu	Native	▮▮▮▮▮
English	Advanced	▮▮▮▮▯
Punjabi	Native	▮▮▮▮▮