

# 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 scondary College Burewala	
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
<ul style="list-style-type: none"><li>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.</li><li>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.</li></ul>	
Freelancer	2021 - Continue
<ul style="list-style-type: none"><li>Developed and implemented comprehensive SEO strategies for improving organic search rankings and increasing website traffic.</li><li>Conducted thorough keyword research to identify high-potential keywords and optimize website content accordingly.</li></ul>	

### TECHNOLOGICAL SKILL

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

### INTERESTS

Digital Marketing

Art Designing

Photography

Socializing/Networking

### LANGUAGES

Urdu	Native	●●●●●
English	Advanced	●●●●●
Punjabi	Native	●●●●●