

## CONTACT INFO.

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# DIL AWAIZ

ENTRY LEVEL POSITION

## PROFILE INFO.

I have done BS in Mass Communication from the National University of Sciences and Technology, with Advertising and PR as a major. I have creative and analytics skills. I am also currently enrolled in MBA.

## MY EXPERTISE.

- Paid Ads Facebook
- Email Marketing
- Marketing Strategy
- MS Office (Powerpoint, Excel)
- Reporting
- Branding
- Content Writing
- Marketing Research and Analysis
- Strong Communication

## WORK EXPERIENCE.

### De Digitizers (UK Based) |December 2022- Current Digital Marketing and Email Marketing

- Handle Social media accounts and creating strategies for different platforms
- Analyze and report of social media analytics and results
- Develop and execute a paid advertising campaign that resulted in a 30% increase in website traffic and a 20% increase in leads
- Manage an email marketing campaign for a list of 2K+ subscribers that resulted in a 15% increase in open rates and a 10% increase in click-through rates
- Create and publish content on social media
- Develop Strategy for all social media accounts for all quarters
- Work with clients of different niches such as real estate, aesthetic clinic, Tech companies etc.
- Research and Collaborate with different influencers to promote brand.
- Research, Design and Upload content, blogs, magazines and articles on Website.

## EDUCATION.

### Matriculation

St Bonaventure's High School, Hyderabad.

### FSC (Pre-Engineering)

KIPS College, Multan.

### BS Mass Communication (2018-2022)

National University of Sciences and Technology, Islamabad.

### Master of Business

### Administration (2023-Current)

NCBA&E, Multan.

### Star Marketing | August 2022- June 2023 Digital Marketing and Email Marketing

- Handle Social media accounts and creating strategies for different platforms
- Analyze and report of social media analytics and results
- Paid advertisements on Facebook and Instagram to generate leads

## CERTIFICATION.

**Think Outside the Inbox: Email Marketing by Google** - an online non-credit course authorized by Google and offered through Coursera

## **Saving 9 | May 2022- December 2022**

### **Marketing Intern**

- Develop strategies to promote the company's newly launched services.
- Research about companies and reach out to them in order to arrange seminars on first aid.
- Create awareness about the services Saving 9 has to offer digitally.

## **Beti no misogyny (Media and advocacy program) | May 2022- June 2022**

### **Social media and Branding Intern**

- Create content that challenges misogyny, for example in one of our posts we talked about the sexist history behind women's pockets which got 500+ likes.
- Content that drives change in behaviors towards young girls and women, for e.g posts about period poverty in Pakistan which got great traction.
- Design posters and help with social media presence.

## **The Mirror (NGO) | Aug 2021- Jan 2022**

### **Social Media Director**

- Conduct interviews with young women entrepreneurs.
- Initiate the conversation about cybercrime, its laws, and preventions.
- Talk about various issues, eg. Minority rights in Pakistan, Lack of public spaces for women, myth-busting beauty standards, and many more.

## **Radio Pakistan | June 2019-July 2019**

### **Internship**

- Sort and organize files
- Prepare news broadcasting material
- Communicate effectively with faculty and staff and accept critiques and suggestions.

## **Online | June 2020-Aug 2020**

### **Freelance Video Editor**

- Perform post-production work
- Edit sequences and provide final work within deadlines.
- Add subtitles to various videos.

## **VOLUNTEER PROJECTS.**

### **Every drop matters, 2022**

A water conservation project to spread awareness and save water for future generations.

#### **Link:**

[https://www.instagram.com/every\\_drop\\_matters\\_/?hl=en](https://www.instagram.com/every_drop_matters_/?hl=en)

## **CONFERENCES.**

- The exponential growth of technology poses newer challenges to media freedom by Agahi, 2022
- Conference on Media literacy by "Media Matters for Democracy", 2019

## **AWARDS.**

- **Best Social Media Intern | The Mirror (NGO) (2021)**
- **Community Service Award (2021)**
- **First position in intercity computer exhibition (2014)**

## **SOCIAL WORK.**

- Set up the first trans restaurant in Bari Imam Islamabad which is exclusively run by Ghouri- a transgender by organizing a charitable brunch for pehchaan.pk, in 2022
- Raised funds for another project of Pehchaan.pk, called "Project Thar". Amount raised helped to install water pumps in the Thar Desert, in 2022.
- Raised funds for "The Masood Tarar memorial welfare society" to build a dispensary that would enable rural communities of district Sargodha to access free-of-cost health care services, in 2021.
- Organized self-defense workshop by "Pretty Deadly Self Defense" for The Mirror, in 2021.
- During Covid-19, distributed meals to front-line workers and raised funds through an internet campaign, thrice in 2019 and 2020
- Initiated street school by collecting pre-loved books and stationery, in 2018.

## **RESEARCH WORK.**

A quantitative descriptive approach on the visual content tweeted during power outage in Pakistan , titled as "Analysis of visual content in the discourse of the nationwide blackout in Pakistan on Twitter: Uses and gratification theory -Bachelor's Thesis, NUST, 2022