

BUSHRA SHAHID

DIGITAL MARKETER

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Dynamic and results-oriented digital marketing professional with over 3 years of experience in e-commerce. Proven track record in developing and executing innovative marketing strategies to drive sales and enhance brand awareness.

RELEVANT EXPERIENCE

TRUE TALENT – Pennsylvania, USA

Marketing Strategist (November 2022 – Present)

- Personal Branding on LinkedIn – To develop an effective strategy, I completed a comprehensive course on personal branding by Justin Welsh. This strategy proved successful, leading to a 50% increase in post engagement, as indicated by analytics.
- Corporate Branding Using Social Media Platforms – Skilled in utilizing platforms like Instagram, Facebook, Twitter, Threads, LinkedIn, and YouTube for corporate branding.
- Infographics Creation with Canva – Experienced in creating social media posts and other professional documents using Canva
- Targeted Email Marketing – Employing tools to track email records and ensure emails do not land in the spam folder.
- Data Extraction and Tracking – Utilizing Apollo, Crunchbase, and HubSpot for data extraction and tracking.
- Social Media Management with Heropost – Skilled in scheduling and posting social media posts using Heropost.
- Content Writing – Proficient in content writing for short videos, social media posts, and captions.
- Focus on Organic Marketing Strategy – Specializing in strategies that emphasize organic growth and engagement.

XEVEN HEALTH – London, UK

Content Strategist (November 2021 – October 2022)

- Wrote SEO-optimized product descriptions.
- Personal Branding for Clients – Developed and enhanced clients' profiles, and created engaging posts and infographics using Canva.
- Weekly Newsletter Content Creation – Crafted compelling content for weekly newsletters.
- Proposals and Case Studies – Authored and structured content for proposals and case studies, showcasing analytical and persuasive writing skills.
- Website Content Creation – Revamped existing website content and wrote new content for service pages, enhancing the site's appeal and clarity.
- Social Media Management – Created and managed a monthly content calendar for social media, ensuring consistent and strategic online presence.

AICE – Lahore, Pakistan

Client Relationship Officer (June 2020 – October 2021)

- Email marketing content creation and scheduling using constant contact tool for a US skincare brand
- Shopify and WordPress backend management
- Smooth communication with clients in different regions (UK, USA, Europe, UAE)
- Social media posts content creation and scheduling using Meta Suite
- Inventory management on Shopify and WordPress for Jewelry and Clothing brands
- Helped the clients to get their technical issues resolved from the dev team like payment gateway issues, shipping calculations or products visibility on mobile and tab modes.

EDUCATION

FORMAN CHRISTIAN COLLEGE (A CHARTERED UNIVERSITY)

Bachelor's of Arts

ENGL Literature (Major) & Mass Communication (Major)

GPA : 3.30/4.00

APCSACS

FSC & Matriculation

GPA : First Division

CERTICATIONS

- DIGITAL MARKETING – DIGISKILLS
- SEO – DIGISKILLS

SKILLS

- DIGITAL MARKETING & STRATEGY
- DATA ANALYSIS & REPORTING
- CONTENT MANAGEMENT SYSTEMS
- EMAIL MARKETING CAMPAIGNS
- TEAM LEADERSHIP & PROJECT MANAGEMENT

LANGUAGE

- Urdu (Mother Tongue)
- English (Proficient)

Referees: References are available on request.