

Aimen Zulfiqar

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To seek a position with a technology company that will allow me to apply and enhance my skills offering a professional working environment where I can contribute my creativity and hard work towards the success of the company.

EXPERIENCE

Eteksol, Lahore —

January 2024

TechAbout, Lahore —

July-December 2024

Symufolk —

November 2024--January 2025

Teknologics —

April-May 2025

Marketing & Social Media Expertise:

Designed and implemented social media strategies to elevate brand awareness and drive customer engagement, enhancing online visibility.

Skilled in B2B lead generation through LinkedIn, with hands-on experience in reviving dead leads and converting them into active prospects.

Proficient in cold calling and client outreach, with a results-driven approach to building strong sales pipelines.

Developed impactful marketing content, including copywriting, visuals, and multimedia, tailored to the target audience and aligned with marketing goals.

Leveraged digital marketing tools such as email campaigns and social media platforms to boost brand presence and online interaction.

Organized events and promotional activities to generate leads and strengthen

SKILLS

Python: Highly proficient in object-oriented programming.

Data Structures & Algorithms: Strong foundation in stacks, queues, trees, graphs, and algorithm design.

Software Engineering: In-depth knowledge of development processes like testing, Scrum, and Agile.

MS Office: Expertise in Word and PowerPoint.

Teamwork: Effective both individually and in teams; strong analytical and problem-solving skills.

Communication: Excellent communication and a proactive problem-

relationships with clients and partners.

Tracked industry trends and new technologies to uncover innovative marketing opportunities and maintain a competitive edge.

Upwork, USA — Social Media & Content Strategist—(Project base)

May 2023 - October 2023

Developed and executed social media campaigns to enhance brand visibility, engagement, and audience growth, effectively meeting marketing objectives.

Worked closely with content creators, designers, and developers to produce compelling and engaging marketing content.

Created and curated content, including text, images, videos, and graphics, aligned with the brand's voice, tone, and values to attract relevant audiences.

Stayed current with digital marketing trends and conducted competitor analysis to identify industry shifts and develop effective marketing strategies.

Engaged proactively with the online community, responding to customer feedback and inquiries in a professional and timely manner.

Collaborated with influencers and industry partners to expand the brand's reach and establish strategic partnerships.

Developed and maintained a content calendar to ensure consistent and relevant content distribution across all digital channels.

solving mindset.

Leadership: Highly motivated and able to inspire team members.

Coursework

Object-Oriented
Programming

Data Structure and
Algorithms

Upwork — Content Writer—(Project base)

January 2021 - December 2022

Created engaging, high-quality content across various platforms, including blogs, websites, and social media, tailored to diverse audiences.

Conducted thorough research to produce well-informed and accurate articles, ensuring relevance and value to readers.

Collaborated with marketing teams to align content with branding and marketing strategies, enhancing overall messaging.

Edited and proofread content to maintain clarity, consistency, and adherence to style guides.

Developed SEO-optimized content to improve search engine rankings and drive organic traffic.

Adapted writing style and tone to match different brand voices, maintaining consistency across all content types.

EDUCATION

Forman Christian College University, Lahore — BSCS

MONTH 2022 - 2025

Beacon house Defence Campus, Lahore — O&A Level

2015 - 2021