

RAMSHA KHALID

FASHION MARKETING STUDENT

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SUMMARY

I am a dedicated and accomplished Fashion Marketing student with a strong skill set in visual and retail merchandising. I thrive in high-pressure situations, excelling at multitasking and managing teams effectively. My experience spans various projects, including brand reinvention and marketing strategy development, and I am eager to apply my skills within the fashion marketing industry

KEY ACHIEVEMENTS

Brand Reinvention Projects

Successfully led multiple projects aimed at brand rehabilitation and marketing strategies, showcasing my ability to handle multiple responsibilities and achieve results under pressure

Market Visibility Boost

Led brand reinvention projects that enhanced market visibility by 30%, integrating effective marketing strategies.

Optimized Marketing ROI

Executed data-driven marketing campaigns, achieving an ROI increase of 40% via targeted digital content.

CERTIFICATION

Advertising: Print, Outdoor and Digital - LUMS

Social Media Management Certification – Insider (SMC-Pvt)

Mentorship Certification – HSY

STRENGTHS

Strengths

Proficient in visual merchandising, project management, and developing effective marketing strategies

INTERESTS

Hobbies

Yoga
Badminton
Painting
Model building

EDUCATION

Bachelor's degree in Fashion Marketing and Merchandising

Pakistan Institute of Fashion and Design

📅 01/2020 - 01/2024 📍 Lahore, Pakistan

FSC Pre-med

Al-Waris College

📅 01/2018 - 01/2020 📍 Lahore, Pakistan

EXPERIENCE

Social Media Manager

Gold Stellar

📅 2025 📍 Lahore, Pakistan

- Led digital campaigns for multi-industry clients, crafting tailored strategies to boost brand awareness and engagement.
- Managed content creation, scheduling, and analytics across social platforms, optimizing ROI using SEO and performance data.
- Executed targeted campaigns and influencer partnerships to amplify reach, drive conversions, and strengthen brand identity.

Marketing Intern

Online magazine

📅 01/2022 - 04/2022 📍 Lahore, Pakistan

- Social Media Management: Engaged with the audience, scheduled posts, and analyzed performance metrics.
- Content Writing: Created articles, blog posts, or social media captions.
- Editorial Planning: Assisted with content calendars and brainstormed ideas.
- SEO & Research: Optimized content for better reach and engagement.

Fashion Marketing & Content Creator

HSY

📅 10/2022 📍 Lahore

- Gained firsthand experience in launching fashion collections, from concept to execution.
- Designed engaging grid posts for social media to enhance brand visibility.
- Created compelling content to drive audience engagement and brand awareness.

Volunteer Teacher

SOS Children's Village

- Taught Math and English to orphaned children using interactive exercises, storytelling, and practice worksheets.
- Fostered an engaging learning environment to improve literacy and numeracy skills.
- Helped boost students' confidence in academics through personalized guidance and encouragement.

SKILLS

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|---------------|------------|-----------------|-------------------|------------|
| Fashion-Savvy | Articulate | Email Marketing | IAM | SEM |
| SEO | Photoshop | Illustrator | Deadline-Oriented | Persuasive |

LANGUAGES

English Native ●●●●● Urdu Native ●●●●●