

SIDRA BUKHARI

Digital Marketer

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PROFILE SUMMARY

Dynamic professional with expertise in content writing, lead generation, email marketing, and recruiting. Proven ability to create engaging content, generate qualified leads, optimize email campaigns, and contribute to effective recruiting processes. A versatile and goal-oriented team player with a passion for learning and achieving results. Dedicated to ongoing professional development, staying current with digital marketing trends.

WORK EXPERIENCE

Ultimate Outsourcing	A to z techSolutions	Freelance
Recruitment	Lead Generation	Content Writer (Remote)
Oct 2023 - Present	Jun 2023 - Sep 2023	Dec 2022 - May 2023

EDUCATION

NCBA&E Bahawalpur	BISE Bahawalpur	BISE Bahawalpur
Bachelor of Business Administration	Pre - Medical	Matric
2021 - 2025	2019 - 2021	2017-2019

SKILLS

- Digital Marketing

Solid understanding of digital marketing principles and best practices.
- Social Media Marketing

Proficient in creating and managing social media content for various platforms.
- Email Marketing

Familiarity with email marketing tools and strategies to enhance customer engagement.
- Recruiting

Basic knowledge of recruiting processes and effective communication with potential candidates.

CERTIFICATIONS

Certificate of Digital Marketing provided by Great Learning Academy