

Zainab Aftab

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WORK EXPERIENCE

ENOU Labs, Marketing Generalist

OCTOBER 2022 - PRESENT

ENOU Labs is a UI/UX design company also offering web flow development and design services. My responsibilities here as a marketing generalist include handling On-page SEO, copywriting, personal social media management, and keyword research.

Relevancy Link, SEO Blog Writer

SEPTEMBER 2022 - PRESENT

Relevancy Link is a UK-based company that provides Off-Page SEO and link-building services to its clients. I provide the services of blog and feature writing for this company, along with best SEO practices and plagiarism-free content.

360 Synergy Tech, Associate Operations Executive

MARCH 2022 - SEPTEMBER 2022

360 Synergy Tech is a digital marketing agency that also provides BPO services. I worked in their operations department, and my responsibilities included updating KPIs, lead generation, CRM management, and running marketing campaigns for clients.

INTERNSHIPS

ENOU Labs, Technical SEO Writing Intern

JULY 2022 - SEPTEMBER 2022

I interned in social media management and technical SEO writing at ENOU, a web development and virtual CTO services company. My responsibilities at this job included keyword research, social media planning, Off-page SEO, and blog writing.

EDUCATION

Information Technology University (ITU), Lahore

Bs. Management & Technology (2020 - 2024)

Courses: Digital Marketing, Operations Management, Quantitative Techniques in Business, Data Structures & Algorithms (DSA), Market Research & Analytics.

LCWU, Lahore

ICS - Physics (2018 - 2020)

Courses: Computer Science, Physics, Mathematics

CERTIFICATIONS

Hubspot, SEO Certification

Issued Oct 2022 · Expires Nov 2023

Google, Fundamentals of Digital Marketing

Issued Jan 2023

ADDITIONAL SKILLS

Microsoft Office: Excel, Word, PowerPoint

Statistical Operations: SPSS, RStudio

Programming: Python, Html (Basic)

CRM tools: Launch control, Podio, ReSimpli

Design tools: Adobe Photoshop, Canva, Wix, WordPress

LANGUAGES

English – Fluent & Professional

Mandarin (Chinese) – Basic & Conversational

Urdu - Native

SOCIETIES

Marketing Co-Head, Hult Prize ITU

Performed social media marketing duties for Hult Prize 2021.

Women Wing of SPIE, ITU

Founded in 1955, SPIE is an international society for Photonics.

Member of IEOM, ITU

IEOM is a society for entrepreneurs and young business enthusiasts who want to learn startup skills.