

ROMANA KHAN

SOCIAL MEDIA MARKETING MANAGER

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PROFILE

Motivated and results-driven Business School graduate seeking a challenging position within a large organisation as a Social Media Manager or Project Manager. Offering a strong foundation in Digital Marketing, business strategy, data analysis, and project management, with a proven ability to drive efficiency, deliver successful outcomes and collaborate within cross-functional teams.

SKILLS

- Process improvement
- Content creation
- Customer Service
- Report writing and presenting
- Critical thinking skills
- Exceptional organizational skills
- Strategic planning
- Project Management

EDUCATION

CCGC	2020 – 2023
Bachelor of Commerce	
Rameshwaram Ins. of Technology& Management	2023 – 2024
Master of Business Administration	

PROFESSIONAL EXPERIENCE

Digixfly	2020 – present
Social media manager	
Developed and implemented a streamlined process for gathering business requirements, reducing project delivery time by 15%. Developed and implemented a standardised reporting framework, resulting in improved visibility of key performance metrics and enabling data-driven decision-making at all levels of the organisation	
Circel100 Real Estate Brokerage	2020 – 2022
Social media manager and web des	
Creating and implementing comprehensive social media strategies aligned with the overall marketing objectives of the organization. produced engaging and creative content including posts, graphics, videos, and articles tailored to resonate with our target audience.	
Guru At Home	2021 – 2021
Facebook marketing head	
Assisted project managers in planning and executing various projects, ensuring adherence to project timelines and deliverables. Monitored project budgets, tracked expenses, and prepared financial reports to ensure cost-effectiveness and adherence to financial guidelines.	