



EREEQA TOHEED

Marketing & AI Specialist

☎ 0311-7871231

✉ ereeqatoheed@gmail.com

🌐 <https://www.linkedin.com/in/ereeqa-t-6b764618b/>

📍 Rawalpindi

ABOUT ME

Marketing is more than just a job for me—it's where creativity meets strategy, and where I get to turn bold ideas into real-world impact. From leading marketing campaigns that drive engagement to weaving AI into digital strategies, I thrive on pushing boundaries and delivering results. When I'm not deep in marketing magic, you'll find me exploring new places, getting lost in a good book, or whipping up some killer brownies!

EDUCATION

Bachelor of Artificial Intelligence
Air University
2020- 2024

EXPERTISE

Digital Marketing Strategy
AI-Driven Marketing
Content Strategy & Creation
Project Management
Search Engine Optimization (SEO)
Social Media Management

SOFT SKILLS

Multitasking
Team Collaboration
Problem Solving
Critical Thinking
Organization
Time Management

LANGUAGES

Urdu
English
French

WORK EXPERIENCE

Jan 2024 - Present | Emumba Pvt Ltd

Marketing Maverick

- Lead digital marketing strategies to enhance brand visibility and engagement across multiple channels.
- Create and execute data-driven content campaigns, integrating AI insights for optimized performance.
- Manage and coordinate company events, ensuring smooth execution and alignment with brand objectives.

Jan 2023 - Jan 2024 | Imperial MEA General Trading LLC

SEO and Content Strategy Manager

- Managed digital marketing strategies to drive brand awareness and online engagement.
- Developed content strategies and implemented SEO best practices to improve organic visibility.
- Executed marketing initiatives aligned with business goals, ensuring measurable outcomes.
- Coordinated with various teams to deliver cohesive and impactful marketing campaigns.

Sep 2023 - March 2023 | Project C Foundation

Social Media Marketing Team Lead

- Led social media marketing initiatives to raise awareness and eliminate mental health stereotypes.
- Developed and executed content strategies focused on engagement and community building.
- Implemented SEO techniques to enhance online visibility and drive traffic to mental health awareness campaigns.

Oct 2022 - Feb 2023 | Vectragi

Social Media Manager

- Managed client relationships, ensuring their needs were met and exceeded.
- Handled social media posting, aligning content with brand goals, and increasing audience engagement.



EREEQA TOHEED

Marketing & AI Specialist

☎ 0311-7871231

✉ ereeqatoheed@gmail.com

🌐 <https://www.linkedin.com/in/ereeqa-t-6b764618b/>

📍 Rawalpindi

ABOUT ME

Marketing is more than just a job for me—it's where creativity meets strategy, and where I get to turn bold ideas into real-world impact. From leading marketing campaigns that drive engagement to weaving AI into digital strategies, I thrive on pushing boundaries and delivering results. When I'm not deep in marketing magic, you'll find me exploring new places, getting lost in a good book, or whipping up some killer brownies!

EDUCATION

Bachelor of Artificial Intelligence

Air University
2020- 2024

EXPERTISE

Digital Marketing Strategy

AI-Driven Marketing

Content Strategy & Creation

Project Management

Search Engine Optimization (SEO)

Social Media Management

SOFT SKILLS

Multitasking

Team Collaboration

Problem Solving

Critical Thinking

Organization

Time Management

LANGUAGES

Urdu

English

French

VOLUNTEER EXPERIENCE

Air University Women in Computing (AUWiC)

• President (Aug 2023 - Jun 2024)

Led a team of dynamic individuals to foster inclusivity and empower women in the tech community. Organized workshops and events that encouraged innovation and knowledge-sharing among students.

• Joint Secretary (Oct 2022 - Aug 2023)

Played a pivotal role in organizing community events and driving engagement initiatives. Assisted in managing communications, helping build a stronger and more connected tech community.

• Head of Content Team (Sep 2022 - Jan 2023)

Led content creation efforts, ensuring quality and consistency in promoting AUWiC's mission.

Artificial Intelligence Community of Pakistan (AICP)

• Campus Director (Mar 2023 - Oct 2023)

Spearheaded AI-related workshops and events, promoting the use of AI in various sectors. Engaged the student body with initiatives that inspired interest in AI and technology advancements.

CERTIFICATIONS

- Social Media Marketing
- Meta Social Media Marketing Professional Certificate
- AI-Driven Growth Marketing Strategy
- Email Marketing
- Introduction to UI/UX
- Jira Fundamentals
- Prompt Engineering