



# EREEQA TOHEED

## AI Marketing 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.



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## 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