

# MAWRA KOMAL

## Project Management | Growth Marketing Expert | Digital Content Creator

Strategic and results-oriented Digital Content Creator with expertise in Digital Marketing and Quality Assurance. Seeking a challenging role in a dynamic organization to contribute to its success through the application of advanced digital marketing strategies and optimization techniques.

### CONTACT

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### CORE SKILLS

- Strategic Planning
- Results-Oriented
- Performance Marketing
- SEO
- Project Management
- Collaboration
- Client Engagement
- Data Analysis
- Website Copywriting
- QA & Testing
- Research & Reporting
- Recruitment Strategies

### ACHIEVEMENTS

- Optimized content strategy resulting in a 30% increase in website traffic and a 20% boost in user engagement within the first quarter (2023) in KaroKonnnect.
- Collaborated with cross-functional teams, including design and marketing, to deliver cohesive and integrated content campaigns, resulting in increased brand cohesion (for instance, Chawkandi, XAD Dubai).

### CERTIFICATION

- Coursera Google Ads Beginners Certification, Coursera, Jan 2024

### EDUCATION

Bahria University  
Masters in Human Resource,  
2015

BS (Bioinformatics),  
International Islamic University  
2012

### PROFESSIONAL EXPERIENCE

#### Digital Marketing Strategist / Growth Marketing Expert | Xad Technologies, Remote | 2024 - Present

- Develop and execute comprehensive marketing strategies aligned with business objectives and revenue targets.
- Identify target markets, create ideal customer profiles (ICPs), and craft buyer personas to guide marketing efforts.
- Drive SEO/SEM efforts to increase organic traffic and improve search rankings.
- Conduct A/B testing on landing pages, email campaigns, and ads to optimize conversion rates.
- Leverage tools like Google Analytics, HubSpot, or Salesforce to measure and report on campaign effectiveness.
- Collaborate with cross-functional team members, including designers and developers, to bring creative concepts to fruition.

#### Digital Content Creator / Quality Assurance & Project Management Executive | KaroKonnnect, Islamabad | 2022 - 2024

- Create and curate high-quality, engaging graphical content to enhance brand visibility and engagement.
- Develop and implement comprehensive content strategy, ensuring alignment with organizational goals.
- Collaborate with cross-functional team members, including designers and developers, to bring creative concepts to fruition.
- Conduct manual and automated responsive testing and user acceptance testing to ensure seamless user experience against different applications, websites and web-based products.
- Identification and documentation of all the issues, for effective resolution via collaboration with cross-functional teams.
- Manage projects, overseeing the entire project lifecycle to ensure timelines and milestones are met.
- Utilize project management software, specifically Monday, to organize tasks, facilitate collaboration, and track progress effectively.

#### Digital Marketing & Content Creation Executive | Lancerhop, Islamabad, Pakistan | 2018 - Present

- Developed and delivered compelling blog articles, informational papers, reviews, and guides, showcasing an adept command of written communication and industry-specific knowledge.
- Planned, coordinated, and administered projects, with a focus on marketing and projection reports, ensuring successful execution and delivery within specified timelines.
- Conducted comprehensive research and formulate reports to enhance organizational operations, utilizing reputable journals and textbooks to provide informed insights.
- Demonstrated hands-on expertise in standard techniques and technologies, including SEO, Graphical Construct, and CMS, in the context of web development and content creation.
- Applied advanced knowledge in SEO practices to optimize online content for search engines, enhancing visibility and driving organic traffic to the company's digital platforms.
- Utilized Graphical Construct and CMS to create visually appealing and user-friendly web content, aligning with industry best practices and contemporary design standards.

#### Senior Lead Human Resource Department | Inkstone Management, Islamabad | 2015- 2017

- Innovatively crafted engaging job advertisements tailored for IT, HR, and Sales roles, effectively attracting top-tier talent and enhancing the organization's recruitment efforts.
- Spearheaded the development of a streamlined employee performance system, implementing strategic initiatives to optimize workforce productivity and align individual goals with organizational objectives.
- Took a leadership role in project planning and monitoring, leveraging organizational skills to ensure successful project execution and adherence to timelines.