



Issra Ilyas

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Profile

I am a hardworking, independent woman constantly looking for opportunities to diversify my expertise. I am open to learning new skills and ready to take on challenges. I am interested in the field of media, film, arts and music and have taken keen interest in developing my own content. I love to tell stories through any and all mediums, and I am eager for possibilities of fine-tuning my talent.

Experience

THRIFTLY.PK/THRIFTSTOREE.PK 2020-2022

Customer care and Management and Owner.

CASA INTERIORS 2012

Logo and Advert Designer

VOODOO DOLLS 2013

Logo and Advert Designer

HOUSE OF PAWS ANIMAL SHELTER 2016-2023

Social Media Manager and Co-head.

FUNKY SOCK LAB 2022

Social Media Manager and Content Creator.

PERKIN KNIVES 2022-PRESENT

Manager, Creative Marketing Head, Content Creator and A+ Content Creator at Perkin Knives.

MINHAS SAFETY CONCERNS 2020-21

Graphic Design Intern.

IDEAS WORKSHOP 2019

Media Intern.

Skills

SEO

Social Media Marketing and Management

Content Writing

Graphic Design

Google Ads

Google Analytics

Microsoft Excel

Customer Service

Photography

Photo and Video Editing

PowerPoint

Microsoft Word

Adobe Photoshop, Illustrator and Premier Pro

Facebook For Business

Basic Understanding of HTML and Javascript

Activities

Designed and illustrated adverts and content for multiple businesses.

Worked at the production department at Ideas Workshop.

Media Blog Writing.

Started and managed an animal shelter with my dad.

Designed magazine pages for a school project.

Interviewed musicians for a documentary for a school project.

Shot and directed a music video.

Started and managed an online sustainable clothing business on instagram shop.

LANGUAGES

- English, Urdu and Hindi (all with native proficiency)

INTERESTS

- Graphic Design, Music, Art, Technology and Cinema.

Education

A levels Roots Ivy School System