

Issra Qureshi

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EDUCATION

College of DuPage, Glen Ellyn

2024 - Present

Associate of Arts; Motion Pictures and Television

WORK EXPERIENCE

Perkin Knives

London, United Kingdom

Creative Marketing Head and Manager

February 2022 - March 2024

- Spearheaded digital marketing campaigns via Meta Business Suite and Amazon A+, resulting in 100% revenue growth.
- Managed end-to-end customer support operations and social media presence across multiple platforms.
- Developed and executed comprehensive marketing strategies to expand market reach.

Minhas Safety Concerns

Islamabad, Pakistan

Graphic Designer

February 2020 - March 2021

- Designed compelling social media content and print materials, driving 70% increase in customer engagement.
- Created cohesive visual branding across digital and physical marketing materials.

Thrifty.pk

Lahore, Pakistan

Founder & Customer Care

February 2020 - March 2022

- Built and scaled an e-commerce platform from inception, acquiring 1000s of active customers.
- Managed all aspects of business operations including product photography, marketing, and customer service.

House of Paws Animal Shelter

Islamabad, Pakistan

Co-founder and Social Media Manager

April 2016 - February 2024

- Led digital presence and community engagement initiatives for an animal welfare organization.
- Facilitated successful adoption campaigns, resulting in 1000s of successful animal placements.

Ideas Workshop

Lahore, Pakistan

Internee

February 2019 - June 2019

- Assisted in post-production for broadcast television projects reaching 100,000+ viewers.
- Gained hands-on experience in video editing, content optimization, and production workflow.

Projects

- **Adverts** - Designed and illustrated promotional content for diverse business clients, enhancing brand visibility.
- **Media Blog** - Developed and maintained a multimedia-focused blog, sharing industry insights and analysis.
- **School Magazine** - Led the design and production of a visually engaging school magazine, from layout to final print.
- **Celebrity Interviews** - Conducted and documented interviews with various musicians, contributing to a media project.
- **Music Video** - Managed all stages of a music video project, including pre-production planning and post-production editing.

SKILLS AND INTERESTS

- **Skills:** Adobe Suite, Figma, Multimedia Art, Photography, UI/UX Design, Marketing, Management
- **Interests:** Music, Art, Cinema