



# JAVERIA IRAM

## Digital Marketing Specialist



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Resident Visa

## EDUCATION

### MSC Information Technology

University of Education,  
Pakistan (2017–2019)

### Bachelor of Commerce (B.com)

Bahauddin Zakariya  
University, Pakistan  
(2014–2016)

## SKILLS

- Canva
- CorelDraw
- Wordpress
- Photoshop
- Communication
- Digital Marketing
- Graphic Designing
- Team Work

## LANGUAGE

- English
- Urdu

## PROFILE

I am a Digital Marketing Specialist with a proven track record in driving online accounts. Proficient in handling social media. Skilled in Digital Marketing, Graphic Designing and also have some experience in wordpress. Passionate about innovation and achieving measurable results.

## WORK EXPERIENCE

### DIGITAL MARKETING SPECIALIST

Talk Chart Communications & Finance, Dubai

2024 – 2024

- Managed company LinkedIn and Twitter page, consistently posting engaging content to increase brand visibility and engagement
- Developed and executed LinkedIn and Twitter marketing strategies to attract and engage with target audiences.
- Responded promptly to customer inquiries, feedback, mentions on LinkedIn and Twitter, ensuring a positive brand image and customer satisfaction.
- Implemented hashtag strategies to increase tweet visibility and reach relevant audiences.

### DIGITAL MARKETING EXECUTIVE

DASPHENE Company, Pakistan

2021 – 2022

- Managed Facebook and Instagram Page
- Creating and scheduling posts
- Running ads campaign
- Increase page visibility
- Content writing for daily posts
- Reviewing analytics

### WEB DEVELOPER

DASPHENE Company, Pakistan

2020 – 2021

- Proficient in WordPress CMS (Content Management System) for website development and management.
- Experienced in customizing WordPress themes and plugins to meet specific client requirements.
- Capable of creating and updating website content, including text, images, and multimedia elements.
- Comfortable with WordPress updates and maintenance tasks