



SHAZIA PARVEEN

DIGITAL MARKETING MANAGER



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[shazia-praveen](#)

PROFILE

Versatile digital marketing and event management professional with a passion for crafting impactful marketing strategies. Proven expertise in social media management, brand promotion, and content creation to enhance online presence and audience engagement.

EXPERIENCE

Digital Marketing Manager

Kayease Aug 2025- Present

- Led marketing initiatives to grow brand awareness and connect with customers effectively.
- Managed marketing strategies and campaigns, guiding the team to achieve goals and deliver result

Digital Marketing Manager

Synergy Dec 2024 - July 2025

- Coordinated and led brand meetings and client interactions to align campaign goals with brand identity and client expectations.
- Supported event coordination and client meetings, ensuring timely execution and alignment with brand messaging.

Digital Marketing Executive

Synergy July 2024 - Dec 2024

- Created engaging content and scheduled posts across platforms in accordance with the editorial calendar to maintain consistency and boost engagement.
- Managed end-to-end social media operations including content planning, creation, and maintaining a strategic monthly social media calendar.

Digital Marketing Executive

Yati Group & Events I Jaipur, Rajasthan

- Facilitated brand meetings and collaborated with internal teams to align marketing efforts with broader brand goals.

Marketing Manager & Specialist

Super Growth Marketing I Jaipur, Rajasthan

- Supported cross-functional marketing initiatives including event coordination and client meetings to enhance brand visibility and campaign execution.

SKILLS

- Social Media Strategy
- Social Media Management
- Content Creation
- Web Content Writing
- Blog Writing
- Article Writing
- Digital Marketing
- Email Campaign Design
- Brand Promotion
- Effective Communication
- Google My Business (GMB)
- Keyword Optimization
- Campaign Management
- Team Leadership
- Analytics & Reporting
- Meta Ads
- Case Study / Research
- Market Research
- Canva Design (Basic)
- Marketing Strategy
- Customer Engagement
- Marketing Planning
- Creative Direction
- Event Management
- & More.

EDUCATION

Bachelor of Physiotherapy

2022 - Present

NIMS University

Higher secondary

2019 - 2021

BM Bharti Model School

LANGUAGES

Hindi - Native

English - Proficient

Urdu - Proficient