

AYESHA ZAFAR

Marketing Associate

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SKILLS:

- Ahrefs, Semrush, Moz, Reporting, Content Creation, Data Analytics, On-Page SEO, Off-Page SEO, WordPress.
- Part-time Diploma in Educational Vocational Counselling.
- Microsoft office- word, excel and PowerPoint.

WORK EXPERIENCE:

WELLCURVE.IN

SEO Associate | November 2022 - Present

- Created and optimized content for the company's blog posts, website and social media platforms.
- Conducted keyword research to identify high-traffic keywords for content optimization.
- Collaborated with other team members to develop and execute SEO strategies to improve organic search rankings.
- Assisted in the implementation of off-page optimization strategies, including link-building, social bookmarking and social media marketing.
- Contributed to the creation of SEO reports and analysis for monthly reports send out to comapnies.

GOALWIT TECHNOLOGIES

Digital Marketing Associate | September, 2021 - May, 2022

- Created content strategies for digital media.
- Handled the companies Influencer media campaign.
- Engaged with target audiences and boosted reach with strategic ad placements.
- Continually maintained and improved company's reputation and positive image in markets served.

Nikahforever

- Showcased the testimonies of customers, which boosted up the sales.
- Followed up with the influencers to have a strategic planning to expand well.

Fammedi Healthcare

- Maintained blogs, created posters through Canva and deployed daily content for all social media platforms.
- Engaging with Influencers by handling the influencer media campaign and performing live sessions.
- Led new talent acquisitions for the company by representing ads which would convenience the consumers to buy products online.
- Managed the customer complains and grievances by all means by responding to them quickly and coming up with a solutions.

EDUCATION:

2018 - 2021 | Aligarh Muslim University

Bachelor's in Social Work CGPA- 7.17

2017 - 2018 | International Indian School Jeddah

CBSE- Intermediate CGPA- 8.75

2014 - 2015 | Cambridge School, Srinivaspuri New Delhi

CBSE- High School CGPA- 6.4