



ALEENA PARVEZ

DIGITAL MARKETER & GRAPHIC DESIGNER

CONTACT

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Agra, India

EDUCATION

2020

ST. FRANCIS CONVENT SCHOOL,
AGRA

- Percentage: 88%

2022

AMU GIRLS HIGH SCHOOL,
ALIGARH

- Percentage: 92%

DAYALBAGH EDUCATIONAL
INSTITUTE, AGRA

- B.Sc. (Hons with Research)

SKILLS

- Project Management
- Search Engine Optimization
- Proofreading and Editing
- Content Writing
- Linguistic Translation
- Social Media Marketing
- Keyword Research and Analysis
- Excellent Communication Skills
- Link Building and Backlink Strategy
- Critical Thinking

LANGUAGES

- English (Fluent)
- Hindi (Fluent)

PROFILE

Highly skilled digital marketing professional with expertise in SEO, proofreading, content writing, linguistic translation, and social media marketing (SMM). Adept at driving organic growth, optimizing web content for search engines, and enhancing brand presence across various digital platforms. Possesses a keen eye for detail and a passion for creating high-quality, engaging content. Proven ability to translate complex texts accurately and manage social media campaigns that boost engagement and reach. Versatile and results-oriented professional committed to delivering excellence in all projects.

WORK EXPERIENCE

Muffin Media (Content Writer)

- Created and curated engaging content strategies to boost audience engagement and brand presence.
- Developed high-quality articles and blog posts that aligned with marketing objectives and audience interests.
- Collaborated with the marketing team to ensure cohesive content execution across various platforms.

CareerComfort (HR Recruiter)

- Assisted in the recruitment process by screening resumes, conducting interviews, and coordinating with candidates.
- Supported employee onboarding and orientation, ensuring a smooth transition for new hires.
- Managed HR documentation and maintained accurate employee records for compliance and reporting.

MYmegaminds (Research Paper Evaluator & Editor)

- Reviewed and edited research papers for clarity, coherence, and adherence to academic standards.
- Ensured proper citation and formatting according to publication guidelines.
- Provided constructive feedback to authors, enhancing the overall quality and impact of their research.

InteractBeyond (Linguistic Translation)

- Translated a variety of documents and texts, ensuring cultural and contextual accuracy.
- Collaborated with cross-functional teams to support multilingual content development.
- Reviewed and proofread translations to maintain high quality and consistency.

Scoopearth (SEO Executive)

- Conducted keyword research and implemented on-page and off-page SEO strategies to improve search engine rankings.
- Analyzed website performance using SEO tools and generated reports to track progress and optimize campaigns.
- Developed and executed link-building strategies to enhance domain authority and drive organic traffic.

Lelekart

- Assisted in crafting and implementing targeted marketing campaigns to boost brand awareness and engagement.
- Conducted market research and analysis to identify trends and opportunities for growth.

YoungsLab (Teaching)

- Developed and delivered engaging lesson plans tailored to diverse student needs.