

ADEENA ADEEL

Virtual Assistant

About Me

Hello, I'm Adeena, a 21 y/o undergraduate student studying Pharmacy, while being truly honoured to work as a link builder. Navigating the fascinating intersection of pharmaceuticals and digital marketing, I am eager to explore opportunities that allow me to leverage my unique blend of skills, contribute to innovative strategies, and make a meaningful impact in both fields.



+92 333 222 4332



adeenaadeel987@gmail.com



Karachi, Pakistan

Language

- English
- Urdu

Expertise

- Digital Marketing
- Search Engine Optimization
- Project Management
- Networking
- Ethical Link Building
- Negotiation
- Communication Skills

Experience

The Smart School **November 2021 - April 2022** **Teacher**

Taught Chemistry and Biology to 9th and 10th-grade while Science to 8th-grade students for an average of 30 hours per week. Conducted Chemistry, Physics and Biology Labs for higher secondary classes.

Tasks:

Classroom & Lab management- Curriculum development- Student assessment and feedback, Daily Report Submission

White Light Digital Marketing **April 2022- Present** **Virtual Assistant**

- Developed and executed comprehensive digital marketing strategies, averaging 30+ hours per week.
- Implemented a proactive outreach strategy, engaging with new email contacts i.e., reaching out to 80+ webmasters daily.
- Established relationships with reputable website managers in the industry, leading to featured mentions and backlinks for a reasonable price.
- Consistently achieved the acquisition of 20+ high-quality backlinks per month, showcasing a sustained ability to drive link-building initiatives.
- Taken various approaches to link-building i.e., Google Prospecting, Ahrefs, and Pitchbox.
- Stayed aware of trends and algorithm updates, adjusting link-building strategies accordingly to align with search engine guidelines.
- Monitored KPIs which demonstrate a measurable impact on organic search rankings and website visibility.
- Provided regular reports and insights to leads regarding the tasks assigned.
- Utilized various comprehensive SEO tools such as Moz and Ahrefs to perform a thorough backlink analysis to find opportunities, evaluate competitor techniques, and ensure search engine criteria were being adhered to.

Education

St.Joseph's Girls' High School

Matriculation (Pre-Medical)

2014 - 2016

PECHS Govt. College for Women

Intermediate (Pre-Medical)

2017-2019

University Of Karachi

Doctor Of Pharmacy

2020-Present

Co-Curricular Activities

Badminton, Throwball

Held second position in Doubles Badminton organized by the University of Karachi.

Runners up in Throwball Competition

Organized by Pharmacy Club, UoK

Cooking, Sewing

Have been an active member in cooking and sewing clubs arranged by the Memon Markaz Foundation, Karachi