

Kainat Khurshid

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Professional summary:

Innovative and results-driven digital marketing specialist with extensive experience in copywriting, video editing, and SEO. Proven track record of increasing engagement, driving conversions, and utilizing analytics to inform data-driven decisions. Adept at developing and executing successful digital marketing strategies.

Experience

Be Beyond Marketing | Social media intern

Current

- **Developed High-Impact Content:** *Created engaging TikTok videos for an automation company using stock footage from Pexels, achieving substantial reach and engagement.*
- **Expanded audience reach:** Achieved a 958.63% increase in video views and a 999.99% growth in both audience reach and profile engagement on TikTok within 12 weeks (about 3 months), significantly boosting brand visibility and interest.
- **Generated conversions:** Successfully generated 8 to 9 conversions in 4 weeks through targeted social media strategies, leveraging engaging content and campaigns tailored to target audiences.
- **Utilized Analytics for Optimization:** Utilized TikTok analytics for performance monitoring, providing data-driven insights to optimize future content strategies
- **Built Marketing Website:** Created a marketing website for the agency, writing SEO-optimized content using Yoast to ensure best practices for search engine optimization.
- **Initiated LinkedIn Copywriting:** Contributed to the company's LinkedIn page by writing and optimizing copy.

Freelance | Self-employed (Fiverr)

2019-2020

- **Launched E-Commerce Websites:** Created and managed successful e-commerce websites with features like product listings and secure payment methods using WooCommerce.
 - **Customized WordPress Themes:** Aligned WordPress themes with brand identity, improving site aesthetics and user experience.
 - **Managed Social Media Campaigns:** Created and executed Facebook and Instagram campaigns, increasing social media following and engagement by 25%.
 - **Crafted Compelling Copy:** Wrote engaging and persuasive content for diverse clients, including blog posts, social media posts, product descriptions, and website content.
 - **Delivered High-Quality Work:** Maintained a high rating by consistently meeting deadlines and exceeding client expectations, resulting in positive reviews and repeat business.
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Education

Manchester Metropolitan University, MSc International Marketing Management 2024

Bachelor Of Business Administration 2015-2019

Skills

- **Technical Skills:**

Video Editing, Content Creation, Search Engine Optimization (SEO), Social Media Management (Facebook, Instagram, TikTok), Ecommerce Management, Website Development (WordPress)

- **Soft Skills:**

Strategic planning, Data analysis, Team Collaboration, Data Analysis, Copywriting

Certifications

Develop Your SEO Skills - LinkedIn, 2023

Google Analytics - Google, 2023

Microsoft Office Specialist - LinkedIn, 2023

Project Management Foundations - LinkedIn, 2023

Leadership Foundations - LinkedIn, 2023

Data Analytics - LinkedIn, 2023

WordPress - DigiSkill, 2019