

## Sidra Nawab

North Nazimabad, Karachi | Email: sidranawab54@gmail.com | Phone: 0333-2241336

### Career Objective

Multifaceted professional with a background in IT, education, digital marketing, and entrepreneurship. Strong expertise in web development, data management, and administrative coordination. Seeking a dynamic role in a school, freelance, or remote setup where I can blend my technical knowledge with organizational and teaching skills.

### Core Skills

- Web Development: HTML, CSS, PHP, WordPress
- Design & Marketing: Photoshop, Illustrator, Social Media Marketing, SEO
- Administrative Tools: MS Office Suite, Data Entry, File Management
- Teaching & Support: IT Instruction, Digital Literacy Training, Troubleshooting

### Experience

- **Entrepreneur** | Nawab's Bridal Couture (Online)-Present.
- **Visiting Faculty (Admin & IT)** | The Quill Academy-Present.
  - Deliver IT training to students and support teachers in classroom tech integration.
  - Assist in daily school admin operations including data entry and digital records
- **Communication Liaison Officer** | Generations School-2013 – 2017
  - Coordinated admissions, job applications, and parent-teacher communications
  - Designed promotional and academic materials using Photoshop
  - Managed student records, fee queries, and inter-campus communication
  - Supported back-office IT and admin functions.
- **Freelance Web Designer & Digital Marketer**-Remote | Ongoing
  - Developed and managed websites for small businesses using WordPress
  - Implemented SEO strategies and created visual content for social media

### Education

- BS in Information Technology – Jinnah University for Women, 2012
- Diploma in Fashion Designing – Karachi School of Arts, 2017
- Intermediate ("A" Grade) – Commecs Institute, 2008
- Matriculation ("A-one" Grade) – Fountainhead Public School, 2006

### Certifications & Professional Development

- Digital Marketing Basics (Coursera – 2022)
- Data Integrity & Privacy Workshop – In-house
- Communication & Administrative Skills Workshops

### Languages

English • Urdu