



Enthusiastic Junior Digital Marketing Specialist with 6 months of experience in developing and implementing effective online marketing strategies. Proficient in SEO, content marketing, social media management, email campaigns, and Google Analytics. Passionate about leveraging data-driven insights to drive brand growth and enhance online visibility. Proven ability to optimize website traffic, increase audience engagement, and improve overall digital presence.

WORK EXPERIENCE

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Customer Service Representative

Fradel Spies

2022 - 2023

Karachi

Achievements/Tasks

- Proficient in managing customer inquiries, complaints, and requests with a friendly and professional demeanor, ensuring a positive experience for every client.
- Skilled in resolving issues promptly and effectively, enhancing customer satisfaction and loyalty.
- Demonstrated ability to build rapport with customers, leading to strong relationships and repeat business.
- Experienced in upselling and cross-selling products and services during customer interactions, contributing to increased revenue and enhanced customer value.
- Analyzed customer feedback and purchasing behavior to inform sales strategies and improve overall service delivery.
- Provided administrative support under junior supervision while proactively taking the initiative to improve processes and enhance productivity.
- Assisted in inventory management, monitoring stock levels and coordinating reorders to maintain optimal supply.

CERTIFICATES

Digital Marketing (2024)

EDUCATION

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Intermediate

Govt College For IT Guru Nagar,Hyd

2020 - 2022

Hyderabad

SKILLS

- Social Media Strategy Development
- Social Media Copywriting
- Lead Generation Techniques
- Sales Funnel Optimization
- Sales Funnel Optimization
- Effective Communication
- Innovative Content Creation
- Problem-Solving Orientation
- SEO Best Practices
- Exceptional Verbal and Written Communication
- Innovative Content Creation

LANGUAGES

English

Professional Working Proficiency

Urdu

Full Professional Proficiency

INTERESTS

- Stay updated with the latest digital marketing trends and technologies.
- Passionate about continuous learning and professional development