

Aisha Shoaib

Digital Marketer | Content Specialist | Social Media Expert

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Location: Karachi, Pakistan

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Professional Summary

Digital Marketer and Social Media Expert with 7+ years of experience driving multi-channel growth. Expert in digital strategy, content creation, paid ads and social media campaigns for global markets. Available immediately for remote or hybrid roles delivering value as an autonomous independent contractor or dedicated part time or full-time employee.

Work Experience

Social Media Manager

Cloud Primero Pvt Ltd., Karachi, Sindh

Decemeber 2022– Decemeber 2025 (Remote)

- Managed the social media presence for a Mississauga, Canada-based kids' recreational facility “Jumbaloo” across Facebook, Instagram, TikTok, Google Business, and X.
- Executed targeted Meta paid ad campaigns that drove a 80% increase in website traffic and gained conversions also.
- Led the WordPress website revamp project management, directing SEO content writing and visual asset placement.
- Conducted data-driven keyword hunting through Semrush, Ubersuggest and Ahrefs to boost search visibility among targeted parental demographics.
- Produced trend-focused reels and high-quality graphics utilizing modern AI and design tools like CapCut and Canva.
- Developed monthly content calendars and seasonal storytelling strategies to maximize local community engagement.

Digital Strategist

Habib University, Karachi, Sindh

March 2022 – December 2022

- Managed the university's digital presence across Facebook, Instagram, YouTube, LinkedIn, and Twitter, achieving 10K+ new Instagram followers primarily through organic engagement.
- Collaborated with international educationists and media to execute impactful Twitter Space campaigns on themes such as climate change in Pakistan, post-colonial impact on South Asia, and women's leadership empowerment.
- Supported high-profile institutional events (Convocation, Admissions, Career Recruitment, Donor Fund) by creating digital content and coordinating online campaigns.

Account Manager

Viral Edge Advertisings, Karachi, Sindh

September 2021 – February 2022

- Lead digital campaigns for brands including J. Fragrances, Candyland, PepsiCo, Bazzle Balloons, Coverlo Insurance and MyWater.
- Crafted creative brand storytelling and influencer strategies, collaborating with PR teams to deliver engaging campaigns across local and international markets.
- Assisted the production of a high-profile DVC campaign for J. Fragrances, shaping the narrative around star ambassadors Shoaib Malik and Sania Mirza.

Senior Account Manager

Bulls Eye DDB Advertising Agency, Karachi, Sindh

January 2020– August 2021

- Delivered integrated advertising campaigns for brands including Agha Steels, Puma Energy, PSX, Hero Detergents, and Dabur Pakistan.
- Planned and executed multi-channel campaigns for PSL, Eid, Ramadan, Mother's Day, and New Year across social media, OOH, TV, print, and radio.
- Established and led the digital presence of the Pakistan Pavilion at Expo 2020 Dubai, overseeing its online strategy and engagement for the first 4 months in collaboration with creative, media, and PR teams.

Marketing Executive

Pegasus Consultancy, Karachi, Sindh

July 2018– September 2019

- Experienced in BTL marketing, driving promotional strategies for large-scale exhibitions.
- Managed Pakistan's leading Food & Beverages and Plastics & Packaging exhibitions in Karachi and Lahore, ensuring end-to-end marketing and branding execution secured exhibitors from China, Serbia, Iran, UAE, and the USA.
- Worked at China and Dubai for event promotion at CHINAPLAS and ArabPlast.
- Built PR collaborations and sponsorships with trade associations and international media publishers, including Taiwan-based partners.

Education

Bachelors of Business Administration (Marketing)

Institute of Business Management (IoBM), Karachi

Graduated: May 2018

Skills

- **Communication & Campaigns:**
Strategic Communications, Content Creation, Storytelling, Event & Community Engagement, Advocacy and Impact Reporting
- **Data & Analytics:**
Research, Power BI, Google Analytics, Microsoft Excel
- **Digital Marketing & Tools:**
Google Ads Manager, Google Analytics, Meta Ads Manager, Business Suite, WordPress, Mailchimp, Vista Social
- **Creative & Design Tools:**
Canva, Capcut, Adobe Lightroom, Google Workspace

Certifications

- SEO Foundations — LinkedIn Learning (2024)
- Professional Diploma in Digital Marketing & E-commerce — Institute of Business Management (IoBM) (2022)
- Google Ads — Coursera (2020)
- Social Media Advertising — Coursera (2020)

Languages

- English – Fluent
- Urdu – Native
- German: Beginner (A1, Learning)
- Italian: Learning (Duolingo, Beginner)

References:

Will be furnished upon request.