



RABIA PARVEEN

Digital Marketer

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- 📍 Zulfqarabad Gilgit

ABOUT ME

I am a dedicated digital marketing professional with expertise in SEO, social media, content creation, and data analytics. I excel at developing innovative strategies that drive brand awareness and revenue growth. My passion for digital trends and cutting-edge tools ensures impactful campaigns that resonate with audiences and achieve business objectives.

EDUCATION

- Msc (Economics & Finance)**
Karakurom International University Gilgit
2019 - 2021
- Bachelor of Commerce**
Mountain School of Economics
2013 - 2015
- Intermediate of Commerce**
Mountain School of Economics
2011 - 2012

EXPERTISE

- WordPress Web Development
- Digital Marketing
- Google Ads Campaign
- Google Search Console
- SEO
- Canva
- Figma

LANGUAGE

- English
- Urdu

WORK EXPERIENCE

- Digital Marketing Manager**
Upwork
April 2021- Present
Develop and implement digital marketing strategies for diverse clients, manage SEO and PPC campaigns, create engaging content, analyze performance metrics, and deliver measurable results to enhance client online presence and growth.
- Social Media Manager**
Come2travel & Tour Co.Pvt Ltd (Remotly)
Feb 2023 - Dec 2023
Develop and execute social media strategies to enhance brand awareness, create engaging content for various platforms, manage social media campaigns, monitor performance metrics, and engage with the online community to drive customer interaction and growth.
- Social Media Manager**
Digi- Aeon Pvt.Ltd
2022-2023
Responsible for job hunting to identify new business opportunities, writing compelling proposals, executing social media marketing strategies, and updating and managing company profiles to maintain a consistent online presence

REFERENCES

Will be furnished on demand