

An ambitious and a focused individual ready to leverage real-world experience and a fresh perspective through the creative discipline of Digital Marketing.

## PROJECTS

### Dashboard Development in Business Intelligence

Workplace/Company

*Achievements/Tasks*

- Created multiple interactive dashboards using diverse sample datasets to extract actionable insights.
- Designed dashboards focused on key business metrics like sales performance, customer segmentation, and operational efficiency.
- Gained expertise in tools like [ Power BI, or Excel].

### Website Design & Development

Workplace/Company

*Achievements/Tasks*

- Developed 3–4 fully functional websites tailored to client requirements, showcasing skills in [ WordPress].
- Focused on responsive designs, optimized user experience.

## CAREER OBJECTIVE

Detail-oriented accounting graduate transitioning to digital marketing, seeking to enhance my understanding and analytical skills in digital marketing. Eager to apply creativity and effective communication skills in a dynamic environment, contributing to innovative marketing campaigns. Committed to continuous learning and professional development in the digital marketing field.

## EDUCATION

### Institute of Business Management

Diploma in Digital Marketing

12/2021 - Present

### Master of Commerce

SBBU, Shaheed Benazirabad, Nawabshah

01/2016 - 12/2017

1st Division

### Bachelor of Commerce

University of Sindh, Jamshoro

01/2013 - 12/2014

1st Division

## SKILLS

Power BI

Web Development

WordPress

Communication

Problem solving

Analytical skills

Time management

Active Listening

Conflict Resolution

Critical Thinking

## CERTIFICATES

Communication and Soft Skills

## LANGUAGES

English

Professional Working Proficiency

Urdu

Native or Bilingual Proficiency

## INTERESTS

Travelling

Photography

Yoga

Reading