



# AFTAB REHMAN

DIGITAL MARKETER

## CONTACT INFO

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## PROFESSIONAL SKILLS

Social Media Management	<div style="width: 75%;"></div>
Adobe Photoshop	<div style="width: 80%;"></div>
Adobe Illustrator	<div style="width: 30%;"></div>
Adobe InDesign	<div style="width: 50%;"></div>
Corel Draw	<div style="width: 70%;"></div>
MS Office	<div style="width: 85%;"></div>
FL Studio	<div style="width: 70%;"></div>

## PROFESSIONAL SUMMARY

Aspiring digital marketer with a passion for social media marketing. Seeking an internship opportunity to apply and expand my skills in creating engaging content, running ad campaigns, and analyzing social media metrics to drive brand awareness and growth.

## EDUCATIONAL BACKGROUND

Advanced Digital Marketing Diploma (ADMD) DMTI Softpro, Andheri (W) Expected Completion: September 2023	Ongoing
Third Year Bachelor of Commerce (TYBCOM) University of Mumbai, 2023	73.00%
Higher Secondary School Certificate (HSC) Maharashtra State Board, February 2020	76.77%
Secondary School Certificate (SSC) Maharashtra State Board, March 2018	75.80%

## PROJECTS & PRESENTATIONS

### Social Media Calendar for Slice of Heaven (Cake Shop)

Created and presented a detailed social media calendar PPT for "Slice of Heaven", a cake shop.

## RELEVANT SKILLS:

- Social Media Platforms:** Proficient in Instagram.
- Content Creation:** Skilled in graphic design for creating visually appealing content.
- Analytics and Insights:** Familiar with utilizing social media analytics to optimize strategies.
- Paid Advertising:** Currently managing a Facebook ad campaign for tuition classes.
- Adaptability:** Quick to adapt to new social media features and trends.

## SOCIAL MEDIA EXPERIENCE

### Facebook Ad Campaign for Tuition Classes

- Launched and managing a Facebook ad campaign to promote tuition classes.
- Monitoring and optimizing campaign performance to improve reach and engagement.