

Shaikh Bushra

Digital Marketing Executive

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🎂 01 November 1999

I am seeking a digital marketing internship to gain hands-on experience in implementing and optimising digital marketing strategies while contributing to the growth of a dynamic organisation and further developing my skills in the field.

Experience

Iqra Technology

May 2022 - April 2023

- Search engine optimization to increase organic traffic
- managed and created content for social media platforms (WASender, Facebook posting, Instagram, email marketing, video marketing blaster tool, etc.) to drive user engagement and lead generation.
- Assisted in optimizing website content and user experience to improve search engine rankings and drive organic traffic growth for YouTube, thought the video marketing blaster pro.
- Optimize the Iqra technology website in the Page Speed Insights tool by 90%. monitoring the performance of the live website.
- Knowledge of Google Console.
- Knowledge of SEO on-page and off-page optimization
- Conducted keyword research and on-page SEO optimization to improve website ranking on search engines. Knowledge of SEO tools like SEMRUSH, etc.
- worked on the implementation of WordPress themes and plugins.
- Social media posts and eye-catching videos using Canvas to enhance our online brand presence and captivate our audience.
- Created and scheduled daily posts, engaged with followers, and monitored social media trends to adapt content strategies.
- Efficient in blog creation, with a track record of developing engaging and SEO-optimized content to drive website traffic and audience engagement.
- Video creation, editing, and producing high-quality videos were thought of by Wondershare Filmora to effectively communicate ideas and engage audiences.

Education

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| • A.E. Kalsekar Degree College | Bachelor of Commerce (BCom) | 2017 - 2020 |
| • Abdullah Patel Junior College | Higher Secondary School Certificate | 2015 - 2017 |
| • Shoeb High School | Secondary School Certificate | 2014 - 2015 |

Skills

- MS Office
- Advance Excel
- Tally ERP -9.0
- SQL
- HTML , CSS & Bootstrap
- Graphic Designing
- uipath