

Hello !!!

I'm Lubna Mulani

**DIGITAL MARKETING | SOCIAL MEDIA |
BRAND MARKETING MANAGEMENT**

I'm a results-driven digital marketing professional with 2 years of experience, specializing in social media management, paid ads, and creative storytelling. With an MBA in Marketing and hands-on experience in content creation, advertising, and analytics, I craft strategies that connect brands with audiences and drive measurable growth.





CORE SKILLS & EXPERTISE

SOCIAL MEDIA

DIGITAL MARKETING

CONTENT CREATION

ADS (META & GOOGLE)

PHOTO & VIDEO EDITING

DESIGN

PERFORMANCE TRACKING

DATA ANALYSIS

AUDIENCE ENGAGEMENT

CAMPAIGN STRATEGY

BROCHURE DESIGNING

BRAND BUILDING

TREND RESEARCH

EXPERIENCE

2023 - 2025



GCC Hotel & Club

Digital Marketing executive
Aug 2024 - Sept 2025

Job Summary:

- Developed and executed social media strategies across Instagram and Facebook.
- Managed Meta & Google Ads, CRM tools and WhatsApp marketing to drive leads.
- Planned monthly content calendars and designed creatives using Canva, Photoshop, VN & Premiere Pro etc.
- Tracked performance metrics and optimized campaigns for higher engagement.
- Produced and edited promotional reels and event coverage content.

EXPERIENCE

2023 - 2025



Tendersinfo

Global Business Development
April to July 2024

Led social media initiatives and global tender research while supporting B2B client acquisition. Contributed to business growth through sales strategies and digital outreach.



Lotus Impex

Marketing executive
Nov 2023 - April 2024

Assisted in social media campaigns, content creation, and Meta Ads optimization. Gained hands-on experience in branding, lead generation, and performance reporting.

DESIGN & ADVERTISING TOOLS



Premiere Pro



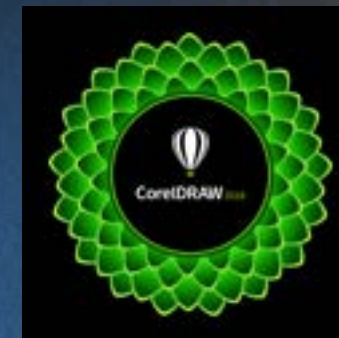
Canva



Meta Ads



Photoshop



Coraldraw



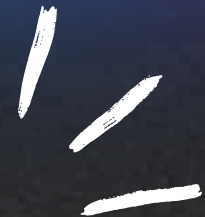
Google Ads



MY CREATIVES

DIVE INTO THE DRIVE OF MY CREATIONS

[CLICK HERE](#)



CREATIVE EXPERTISE

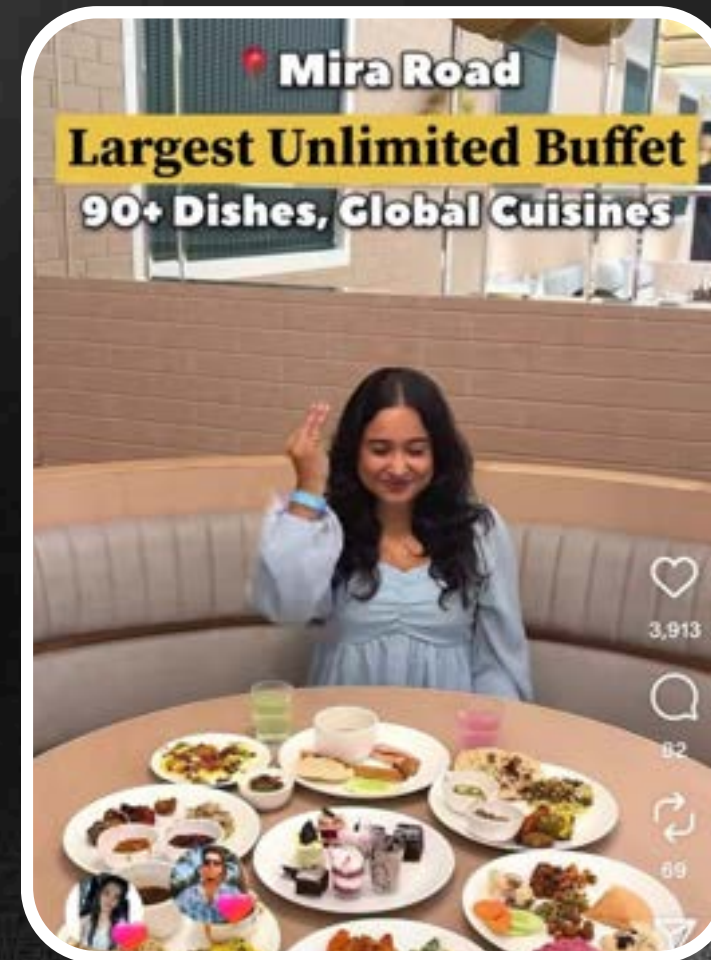


- **Creative Making (Post/Reel/Story Design)**
- **Video Editing**
- **Brochure & Flyer Design**
- **Logo Designing**
- **Instagram Page Handling & Growth**
- **Analytics & Reporting**

CELEBRITY & INFLUECER SHOOTS



@rhea.sharma



@nammyvyas



@dashshrushti-

2016 - 2023

EDUCATION

My academic journey combines strong analytical skills from science with creative and strategic expertise in marketing, giving me a unique edge in understanding data-driven campaigns and consumer behavior.

Bachelor Degree

Royal college, Mumbai University | Bachelor in Chemistry | 2019

Master Degree

Mithibai College, Mumbai University | Master of analytical chemistry | 2021

Master Degree

NMIMS University | MBA in Marketing | 2023

Digital Marketing Course

Udemy | 2 Months Certification | 2023

GET IN TOUCH

Let's Work Together



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Email & Website

Lubnamulani786@gmail.com



Google Drive Work Link

[Click here to review](#)



Linkdin

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LUBNA MULANI

PORTOFOLIO 2025