

LUBNA MULANI

DIGITAL MARKETING / SOCIAL MEDIA MANAGEMENT

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Mira road (E)

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SUMMARY

Results-driven Social Media Executive with a proven track record in growing brands through engaging digital strategies. Skilled in social media management, content creation with Canva, Adobe Premiere, and Photoshop, as well as advertising on Meta and Google Ads. Known for strong analytical skills, creativity, and effective communication, I deliver impactful solutions that boost engagement, conversions, and brand reputation.

EXPERIENCE

DIGITAL MARKETING EXECUTIVE

- Aug -24 to Sept-25

GCC HOTEL AND CLUB - MIRA ROAD

Job Summary:

Spearheaded social media strategy and execution, driving engagement and brand growth through creative content creation, targeted advertising, and data-driven insights.

- Social Media Management: Managed and maintained presence on Facebook, Instagram, Twitter, etc. Developed content calendars for consistent posting.
- Creative Design: Designed graphics, posts, and reels using Canva. Edited videos and photos with Adobe Premiere and Photoshop.
- Advertising: Created and managed Meta and Google Ads for targeted reach.
- Analytics and Reporting: Tracked KPIs and provided weekly performance reports.
- Target Marketing: Identified and targeted specific audiences for engagement and conversions.
- Event Coverage: Conducted shoots to capture high-quality visual content.
- Video Editing: Edited event and social media videos using Adobe Premiere

INTERNATIONAL BUSINESS DEVELOPMENT

- April to July 2024

TENDERSINFO - EUCLID INFOTECH LTD.

Job Summary:

Utilized expertise in social media management, Meta Ads, Canva design, sales strategy development, and government tender research to drive business growth and enhance brand visibility.

- Managed social media for international business development
- Researched and identified government tender opportunities globally
- Provided subscription-based information services to clients
- Developed and implemented sales strategies to meet business objectives
- Analyzed sales data to inform strategy adjustments and optimize performance

EXPERIENCE

MARKETING TRAINEE

-October 2023 to April 2024

LOTUS (LTS) IMPEX

Job Summary:

Utilized expertise in social media management, Meta Ads, Canva design, sales strategy development, and government tender research to drive business growth and enhance brand visibility.

- Managed social media for international business development
- Researched and identified government tender opportunities globally
- Provided subscription-based information services to clients
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SKILLS

- | | | |
|-------------------------|----------------------------------|-------------------------------------|
| • Content creation | • WhatsApp & Email marketing | • CRM system management |
| • Social media handling | • Instagram, Facebook & YouTube | • Google analytics |
| • Meta & Google ads | • Visual designs & Video editing | • Google tag manager |
| • Performance tracking | • Website SEO Copywriting | • Lead generation & brand promotion |

EDUCATION

DIGITAL MARKETING COURSE

Udemy | 2 Months Certification | 2023

SVKM'S NARSEE MONJEE INSTITUTE OF MANAGEMENT STUDIES (NMIMS)

Master's of Business Administration - MBA Marketing Management - 2023

MITHIBAI COLLEGE OF ARTS CHAUHAN INSTITUTE OF SCIENCE

Master's in Analytical Chemistry - 2021

ROYAL COLLEGE, MIRA ROAD

Bachelor of Science - Chemistry - 2019

LINKEDIN PROFILE

[https://www.linkedin.com/in/lubna-mulani-20b794209?](https://www.linkedin.com/in/lubna-mulani-20b794209?utm_source=share&utm_campaign=share_via&utm_content=profile&utm_medium=android_app)

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