

Shaheen Shaikh

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WORK EXPERIENCE

Youtube and Social Media Management

Cinekorn Entertainment

May 2023- Present

Managed YouTube channels and social media accounts, optimizing content, metadata, and strategies for growth. Continuously refine strategies based on data insights, maintain brand consistency, execute cross-promotional campaigns, and utilize analytics tools for optimization.

Brand Manager and Social Media Manager:

Taste Retreat

Apr 2022- Apr 2023

Led events for global brands like Victoria's Secret, Charles & Keith, and GAP, crafting menus and ensuring quality. Fostered strong client relationships and contributed to cohesive social media content aligned with objectives.

Brand Manager and Social Media Manager:

Shahista Rizvi

Jan 2020 -Dec 2020

Managed client servicing, oversaw social media content strategy, coordinated studio operations, and fostered client relationships for Shahista Rizvi's brand.

EDUCATIONAL BACKGROUND

Compufield Computer Institute

Digital Marketing Professional Course
2022

Rizvi College of Arts, Science, and Commerce
Masters of Commerce
2021

Smt. MMK College for Commerce and Economics
Bachelor's of Commerce
2019

PROFESSIONAL SUMMARY

In digital marketing, I excel at transforming the ordinary into extraordinary. With expertise in Social Media Management, YouTube Meta Data optimization, and crafting compelling Google and Facebook Ads campaigns, I elevate brands online. Focusing on blending innovative tactics with data-driven strategies, my goal is to exceed expectations and set new standards for success. Let's connect and turn your digital dreams into reality, making your brand the talk of the town.

SKILLS & PROFICIENCIES

Digital Marketing Strategies, Youtube Management, Google Ads, Facebook Ads, Email Marketing, Social Media Management, Client Servicing, Event Planning and Execution, MS Office, Team Collaboration, Strategic Planning

VOLUNTEER WORK

Volunteer Social Media Coordinator The Style Story Edit

2022 to 2023

Handling Planning and Execution of the exhibition held.