



# FARHEEN KHAN

DIGITAL MARKETING SPECIALIST | CONTENT  
CREATOR | COPYWRITER

## PROFILE SUMMARY

Experienced digital marketer, content creator, and copywriter with a proven track record of driving successful marketing campaigns and engaging audiences. Skilled in crafting compelling content, optimizing for SEO, and leveraging data analytics for informed decision-making. A results-oriented professional, adept at developing and executing effective digital strategies to deliver measurable business growth.

## MY EXPERTISE

### Social Media

YouTube, Facebook, Instagram, Twitter, WhatsApp, Snapchat and TikTok

### Tools


Google keyword planner, Google Analytics, Google Trends, SEMrush, Market Samurai, Microsoft Office and Canva

## MY PORTFOLIO

[www.farheenkhan.journoportfolio.com](http://www.farheenkhan.journoportfolio.com)


## MY CERTIFICATIONS

 DigiSkills SEO Certification (2019)

 Fundamentals of Digital Marketing (2019)  
Google Analytics for Beginners (2019)

## HOW TO CONTACT ME

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## REFERENCES

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Afreen Khan  
Import Executive | N.A Enterprises  
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## EXPERIENCE

### Copywriter

IT Coderz | April 2023- Continue

- Developed persuasive and engaging copy for various marketing materials, including website content, advertisements, and social media campaigns. Ensured consistent brand messaging and effectively communicated key value propositions to drive audience engagement and conversions.



### Content Writer

Optima Tech | April 2022- March 2023

- Crafted compelling and informative content for various platforms, including blogs, articles, and social media. Conducted thorough research, adhered to brand guidelines, and optimized content for SEO to drive audience engagement and enhance online visibility.



### Social Media Manager

Rishta Mubarak | September 2019- June 2020

- Developed and executed successful social media campaigns, monitored platform analytics, and leveraged data to inform strategy. Collaborated with cross-functional teams to ensure brand consistency and maximize audience engagement.



### Digital Marketing Executive

Awok | March 2018- May 2019

- Collaborated and managed social media platforms, created content calendars, wrote web pages, assisted SEO manager, and contributed to marketing teams for effective organic traffic generation and innovative ideas.

## EDUCATION



### Iqra University

Masters in Business Administration (2017)  
Major in Marketing | 3.63 CGPA



### Jinnah University for Women

Bachelors in Chemistry (2013)  
Major in Organic Chemistry | First division

## SKILLS

- Email & SMS marketing
- SEO and SEM
- CMS (WordPress, Bitrix)
- Copywriting
- Proofreading
- Blogging
- Social media content creation
- Strategic planning and research
- Communication
- Time management
- Decision making
- Adaptability
- Self-motivated
- Observation
- Well organized
- Conflict resolution

## INTERESTS

Travelling (Traveled to France, Germany, Belgium, Poland, Turkey, Qatar, UAE and Saudi Arabia), Current Affairs/ Fashion/ Media, Reading, Writing, Technology /Innovation, Documentaries, Crafting, Volunteering, Astrology, Physical activity, Socializing and Photography