



# USHNA UMAR

CONTENT CREATOR |  
SOCIAL MEDIA MANAGER |  
DIGITAL MARKETING MANAGER |

## ABOUT ME

I have been working for nearly a decade as a passionate content creator and digital marketer. My experience and skills enabled me to become a **Google Certified Digital Marketer** and now, I am able to grasp the never ending philosophy of marketing. My passion is to create content that appeals the audience and enables companies to upscale their business. I only hope to grow and learn more everyday.

## SKILLS

Social Media Marketing	● ● ● ● ●	
Social Media Ad Campaign	● ● ● ● ●	2021 - 2022
Social Media Management	● ● ● ● ●	
Digital Marketing	● ● ● ● ●	
Email Marketing	● ● ● ● ●	2021 - 2022
Data Analysis	● ● ● ● ●	
Product Photography / Video	● ● ● ● ●	
Content Writing / Copywriting	● ● ● ● ●	2019 - 2022
SEO - On & Off Page	● ● ● ● ●	
Video Editing	● ● ● ● ●	
Project Management	● ● ● ● ●	2020 - 2021
Graphic Design/ Illustrations	● ● ● ● ●	
Content Creation	● ● ● ● ●	
Content Marketing	● ● ● ● ●	2020 - 2021
Time Management	● ● ● ● ●	
PPC Advertising	● ● ● ● ●	
E-Commerce Store Marketer/Manager	● ● ● ● ●	2016 - Present

## EDUCATION

### GOOGLE CERTIFIED DIGITAL MARKETER

2022 - 2023 | Certification

### Institute of Digital Marketing Pakistan

2019 - 2020 | Certification

### High National Degree, Pearson University, UK

2016 - 2018 | Bachelors | Distinction in ASIA Continent

### Degree College for Women, F Block, Rawalpindi, Pakistan

2014 - 2016 | Intermediate | Position in RWP Board

### Defence Public School Phase IV, Karachi, Pakistan

2012 - 2014 | Matriculation | Position in District

## EXPERIENCE

Jan 2023 - Present

### Segrex Auto FZCO Dubai | Social Media Manager

- Social media management, Project coordination, Videography + Photography, Ad Campaign, Marketing analysis, Project management, Content Planning, Presenting to stakeholders, Research and design.

May 2022 - Dec 2022

### Ropstam Solutions Inc. | Business Development Executive Canadian Software Agency | Digital Marketing Manager

- Team management, Project Coordination, Leads Closing, Communication and technical management, overlooking freelance platforms (Upwork, Freelancer), Sales Generator.
- Social Media Content Creation, Management & SEO

Jan 22 - April 2022

### Red Planet Marketing | Creative Head

- Content Lead, Creative Lead, Team Management, Graphic Design, Video Production & Editing, 2D Animations, Photography, Social Media Content Creation

### Superwomen | Co-Founder and Creative Director

- E-commerce Store Marketing, Team Management, Graphic Design, Video Production & Editing, 2D Animations, Photography, Social Media Content Creation and Paid Marketing

### Resintree | Founder and Marketer

- Brand Building/Brand Strategy/E-commerce Store Management + Marketing. Graphic Design / Video Production & Editing / Photography / Social Media Content Creation and Paid Marketing

### Gizzmo Private Limited | CEO

- Manage and maintain all that of the companies essential areas. Project Management/ Web/ Animations/ Digital Marketing/ Social Media Marketing & Management, PPC Advertising, Data analysis

### Dental Clinic, Bacchus Marsh, Australia

- Social media marketing and management, digital illustrations and content, web development services.

### Accessorido | E-Commerce Store Marketer & Manager / Content Creator

- Managed Inventory / E-commerce Store / Web design / Social media management / Content Creation / Paid Advertisement on SM (FB, Insta)

### Freelancing | Animator & Project Management

- Fiverr (Level 2 Seller), Upwork and Freelancer to provide promotional video ads, animations and more. Also taking projects for the Government of Pakistan as well as National & International companies.

2017 - 2018

### Brisbane Cleaning Company, Brisbane, Australia

- Creative manager + content writer (blogs/articles/SMM) , SEO

2016 - 2018

### TA SHIP, Pearson UK | IT Assistant

- Java Applications, Networking (Cisco packet tracer)

2016 - 2018

### BUGZSOLUTIONS | Content Writer

- Copywriting, Email marketing, Content writing, Content Creation, SEO optimized article writing, Blog writing

## CONTACT

ushnaummar20@gmail.com

Portfolio: www.ushnaumar.com