



# USHNA UMAR

CONTENT CREATOR |  
CREATIVE STRATEGIST |  
SOCIAL MEDIA MANAGER |

## ABOUT ME

I have been working for nearly a decade as a passionate content creator and strategist. 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	●●●●●	2021 - 2022
Social Media Ad Campaign	●●●●●	2021 - 2022
Social Media Management	●●●●●	2021 - 2022
Digital Marketing	●●●●●	2021 - 2022
Email Marketing	●●●●●	2021 - 2022
Data Analysis	●●●●●	2021 - 2022
Product Photography / Video	●●●●●	2019 - 2022
Content Writing / Copywriting	●●●●●	2019 - 2022
SEO - On & Off Page	●●●●●	2019 - 2022
Video Editing	●●●●●	2019 - 2022
Project Management	●●●●●	2019 - 2022
Graphic Design/ Illustrations	●●●●●	2020 - 2021
Content Creation	●●●●●	2020 - 2021
Content Marketing	●●●●●	2020 - 2021
Time Management	●●●●●	2020 - 2021
Photography/Videography	●●●●●	2020 - 2021
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 - Jan 2025

### 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.

Jan 2022 - Jan 2023

### 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

2021 - 2022

### Red Planet Marketing | Creative Head

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

2021 - 2022

### 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

2021 - 2022

### 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

2019 - 2022

### 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

2020 - 2021

### Dental Clinic, Bacchus Marsh, Australia

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

2020 - 2021

### 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)

2016 - Present

### 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

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