

# Duaa Riaz


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Boosts brand visibility and engagement with four years of experience in social media marketing. Uses data, creative ideas, and the latest tools to create campaigns that connect with the right audience. Skilled at spotting trends, tracking performance, and growing online communities to drive sales and loyalty. Passionate about building real connections between brands and people while staying updated on new social media trends to deliver great results

Adobe Photoshop Adobe Illustrator	Adobe Premier Pro Excel Pivot Tables	Marketing Reports Market Research
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## CERTIFICATIONS

 **Diploma in Digital Marketing & Ecommerce,** Present  
IOBM

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## PROFESSIONAL EXPERIENCE

**Assistant Marketing Manager Marketing and Communications - KTrade Securities** February 2025 – Present

Led content creation and digital advertising efforts across platforms including Facebook, Google, and TikTok. Coordinated marketing strategies, handled community interactions, and supported product development.

**Social Media Manager - Teals International** November 2023 – January 2025

Lead social media strategy & execution, overseeing content creation, scheduling, and analytics. Drive collaboration with HR for staff events & campaigns. Optimize campaigns, client meetings, and content curation for maximum impact

**Assistant Brand Manager Marketing - Siar Digital** August 2023– October 2023

Lead comprehensive online management, optimizing traffic, sales, and user experience. Drive e commerce strategy, collaborating with developers and marketers for enhanced performance. Implement data-driven strategies, oversee launches, and ensure website excellence for top-tier results

**Media Planner - IO Digital** July 2021– July 2023

Craft and execute dynamic digital media strategies, fostering client relationships and driving innovation. Negotiate with publishers, optimize campaigns, and provide comprehensive analysis for strategic insights. Maintain a competitive edge through thorough analysis and meticulous reporting, ensuring client satisfaction and target achievement.

**Promoted to - Associate Media Planner – IO Digital**

Supporting the supervisor and manager, coordinating media planning, buying, trafficking, and campaign evaluation, optimizing strategies across Facebook, Instagram, and Twitter, while executing diverse media plans, enhancing ROI through coordination with content and design teams, and providing comprehensive reporting and assistance in pitches.

**Social Media Executive – IO Digital**

Manage assigned social media accounts, liaising with clients to understand their needs, collaborating with internal teams to create content calendars, implement campaigns, and provide insights, while ensuring responsiveness, moderation, and client satisfaction, supporting pitches and administrative tasks to drive agency growth.

**Social Media Executive - SalSoft Technologies** January 2021– June 2021

Ensure marketing initiatives align with business objectives, drive lead generation enhancements, conceptualize innovative strategies, foster brand recognition, manage social media for 20 clients, and produce comprehensive marketing reports and success metrics.

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## EDUCATION

Bachelor of Media Science, **Advertising**, Iqra University

2022

My cumulative grade point average (CGPA) stands at 3.4

Thesis:

My thesis focused on men's mental health, highlighting the importance of breaking the stigma surrounding this critical issue. It was a public service awareness campaign designed to encourage open conversations, provide resources, and promote understanding. By addressing common barriers such as societal expectations and lack of awareness, the project aimed to create a supportive environment where men feel empowered to seek help and prioritize their mental well-being.

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