



ANEEQ ASHFAQ

CONTACT

- Dubai, United Arab Emirates
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VISA STATUS

Own Visa (NOC Available)

SKILLS

- MS Office
- Adobe Creative Cloud
- Social Media Management (SEO/SEM/Copywriting)
- Canva
- Google Ads
- LinkedIn Marketing
- Website Management
- Content Creation

EDUCATION

Bachelors: Media Studies, 09/2018 – 12/2022
Beaconhouse National University – Lahore, Pakistan

LANGUAGES

- English**
Proficient (C2)
- Urdu**
Native
- Punjabi**
Native

PROFESSIONAL SUMMARY

Creative marketing professional driven to increase brand awareness and online presence through creative and trend-forward content. Manages diverse platforms to help clients achieve organic and sustainable growth. Collaborative team player with passion for driving client success.

WORK HISTORY

Marketing & Sales Executive 11/2023 – 07/2024
Starline Security Systems - Dubai

- Achieved sales targets by 15-20% consistently across all products and services and contributed to a 25% overall revenue growth for the company.
- Generated over 200 new leads, resulting in a 30% increase in qualified opportunities.
- Established and maintained relationships with over 100 customers
- Managed client relationships from initial contact through post-sales, leading to a 20% increase in customer retention.
- Identified new customer segments and target audiences to expand reach.
- Developed marketing plans to support department strategies.

Marketing & Communication Manager 02/2023 – 10/2023
PODA-Pakistan - Islamabad

- Coordinated with News agencies, media channels, and newspapers for events, campaigns, press conferences, and media reports.
- Website management, keyword analysis, and SEO/SEM/SMM
- Built positive, productive relationships with media outlets to maximise brand exposure.
- Composing press releases, report writing, and designing IEC material.
- Managing Zoom meetings, Facebook live streaming, and coordinating with teams and guests from all over Pakistan

Marketing & Communication Officer 09/2022 – 02/2023
Pak Mission Society - Islamabad

- Developed and implemented communication strategies including media outreach and content creation
- Presented design ideas and recommendations to the communication manager
- Managing the organization's website, social media platforms, and lead generation
- Managed online/offline communication channels, PR and annual budget management

INTERNSHIPS

- **Digital Media Intern** - Prime Minister's Digital Media Development Program (DMDP), Government of Pakistan
- **Marketing Trainee** - Repstack
- **Customer Service Trainee** - Enzipe