MEHWISH TAHIR

DIGITAL MARKETING PROFESSIONAL

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03330271843
North Karachi, Karachi, Pakistan

SKILLS

Digital Marketing & Content

- Google Ads Campaign Setup
- Keyword Research & Audience Targeting
- SEO & Content Optimization
- Social Media Marketing
- YouTube Channel Management
- Content Planning & Strategy
- Video Editing & Voice-over
- Google Sites Landing Pages
- E-commerce Strategy
- Product Descriptions & Visual Content

WORKING SKILLS

- Problem Solving
- Solution-Oriented Approach
- Analytical Thinking
- Creative Thinking
- Quick Learning & Adaptability
- Attention to Detail

PLATFORMS

- Google Ads
- Google Sites
- YouTube / YouTube Studio
- Instagram
- Facebook
- TikTok
- Pinterest

Turning ideas into strategies and strategies into results.

PROFESSIONAL SUMMARY

Digital Marketing professional with practical experience in Google Ads, keyword research, audience targeting, content creation, social media, YouTube channel management, video editing, Google Sites landing pages, SEO-oriented content and e-commerce strategy. IT-trained with a solution-oriented approach and hands-on project experience.

PRACTICAL EXPERIENCE & PROJECTS

01 **Google Ads Campaigns (2 Campaigns)** — Digital Marketing

- Created and ran 2 campaigns.
- Selected relevant keywords and target audiences.
- Worked on ad creatives and campaign setup.

02 **Client Google Sites Landing Page** — Web / Landing Page

- Created and worked on a client landing page using Google Sites.
- Used the page as part of a digital marketing workflow.
- Evidence: sites.google.com/view/qaisersheikhconnekt/home

03 **YouTube Channel Management (2 Channels)** — Content & YouTube

- Managed 2 channels end-to-end: setup and launch, video creation and editing.
- Handled voice-over, titles, descriptions, SEO/content management and overall channel management.

04 **AsianCrushpocket — YouTube Video Project** — Video / Content

- Created and edited video with voice-over and handled YouTube content work.
- First long-form video reached 450+ views at the time of documented evidence.
- Evidence: youtu.be/8tR4BllTq78

05 **VELORA — Branding & Marketing Project** — E-commerce / Marketing

- Worked on branding, product and marketing planning, content planning and social-media setup.
- Developed product descriptions, visual content plan, selling strategy and cross-selling approach.

EDUCATION

Advanced Diploma in Information Technology (ADIT) — 2015–2016
Trade Testing Board Sindh / Government of Sindh

Intermediate / Higher Secondary Education
Government Degree College for Women, Karachi

Secondary School Certificate — Science Group — 2012
Board of Secondary Education Karachi

RELEVANT TRAINING / PROJECT

Digital Marketing with AI — Saylani Mass IT Training
Practical training and project work