MISMAH AKBAR ALI

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PROFESSIONAL SUMMARY

Motivated and eager to learn Digital Marketing with hands-on practice in social media marketing, Canva designing, content creation, and branding. Skilled in creating engaging social media content, designing visually appealing graphics, and helping businesses build a stronger online presence through effective branding and content strategies. Quick learner with a strong interest in digital marketing, personal branding, and social media growth. Looking for an opportunity to learn from experienced professionals, improve practical skills, and build a long-term career in the digital marketing industry.

TECHNICAL SKILL

- **Digital Marketing & Strategy:** Social Media Marketing, Content Strategy, Brand Awareness, Marketing Campaign Management, Customer Engagement, Audience Research, Market Research
- **Branding & Content Creation:** Content Creation, Canva Designing, Social Media Post Design, Brand Identity, Visual Content Creation, Creative Storytelling, Short-Form Content Creation
- **Social Media Management:** Content Planning, Content Scheduling, Community Engagement, Social Media Optimization, Instagram Marketing, Facebook Marketing
- **Advertising & Analytics:** Meta Ads Basics, Facebook Ads Manager, Campaign Monitoring, Basic Performance Tracking, Analytics & Reporting
- **Tools & Platforms:** Canva, Meta Business Suite, Facebook Ads Manager, Instagram, Facebook, Google Workspace, Microsoft Office
- **Professional Skills:** Communication, Creative Thinking, Problem Solving, Time Management, Team Collaboration, Adaptability, Client Communication

WORK EXPERIENCE

Digital Marketing Projects | Self-Employed

- Created social media content and Canva designs for client's projects.
- Developed content calendars and content ideas for different brands.
- Designed branding materials and visually consistent marketing creatives.
- Practiced social media marketing, content planning, and audience engagement strategies.
- Enhanced digital marketing skills through continuous learning and hands-on practice.

EDUCATION

- **Associate Degree in Education (ADE)** | University of Karachi | Karachi, Pakistan | Present
- **Intermediate in Computer Science** | Fatimiyah Girls College | Karachi, Pakistan | 2025
- **Matriculation in Computer Science**| Rose Petal School | Karachi, Pakistan | 2023

CERTIFICATIONS

- **Basic of Digital Marketing** | UniAthena |Global Education Platform | 2026
- **Social Media Marketing** |HP LIFE (HP Foundation) | Global Education Organization | 2026
- **Digital Marketing with AI Certification** |Saylani Mass IT Program (SMIT) |Karachi, Pakistan|2026