



Sumaira Rafiq

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📱 Instagram Portfolio

Professional Summary

Creative and results-driven **Digital Marketing Specialist** with a strong track record in accelerating brand growth through data-backed strategies, engaging content, and social media campaigns.

Experienced in managing platforms including **Instagram, Facebook, YouTube, LinkedIn**. Skilled in **video editing (Cap cut)** and **graphic design (Canva)**, with hands-on expertise in **Meta Ads, Google Analytics, SEO, WooCommerce**, and **email marketing**. Passionate about storytelling, influencer collaboration, and delivering measurable digital impact.

Core Skills

- Social Media Marketing (Instagram, Facebook, YouTube, LinkedIn, Drop Shipping)
- Meta Ads (Facebook & Instagram Paid Advertising)
- Content Creation & Video Editing (Cap cut, Canva)
- Google Analytics & SEO/SEM
- Influencer Marketing & Outreach
- WooCommerce & E-Commerce Product Listings
- Email Marketing & Campaign Management
- Web Design (User-Friendly Layouts & Product Pages)

Work Experience

Digital Marketing Specialist

Digital Creator Hub – Remote

October 2020 – Present

<https://youtube.com/@islamicmethodologybybinter2276?si=HtcyHtLpvNkZkVQ8>

- Develop and manage strategic campaigns across Instagram, Facebook, and TikTok.
- Design visuals and videos using **Canva and Cap cut** for social and paid ads.
- Plan and execute **Facebook/Instagram Ad Campaigns** for product/service promotion.
- Track and analyze campaign performance via **Google Analytics**.
- Implement **SEO strategies** to boost organic traffic and search rankings.
- Collaborate with influencers for promotional content and product launches.
- Manage and optimize **WooCommerce** listings and **website layouts**.
- Design and run **email marketing** campaigns to increase retention and conversion.

Education

1. E-Commerce & Digital Marketing

NUTECH University — **2025** (In Progress)

2. Postgraduate in Information Technology

Skill Council Development — **2007 – 2008**

3. Bachelor's Degree

Punjab University — **1999 – 2000**

Additional Experience

1. YouTube Content Creator

Self-Managed Channel — **2020 – Present**

Created **marketing-focused** educational videos.

2. Managed SEO strategies and audience engagement on YouTube.

3. Freelance Digital Marketing & IT Trainer

Online & In-person — **2018 – Present**

4. Delivered training sessions on digital marketing, freelancing, and online income strategies.

5. Mentored individuals in content creation and digital career development