

Nooha Shafiq

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Profile Summary:

I'm a motivated and creative in social media marketing and management, with real experience in creating content, growing engagement, and helping brands online. I know how to design eye-catching posts, write catchy captions, research trends, and run basic promotions. I'm eager to learn more, work with a team, and grow my career.

Experience:

Social Media Marketer & Manager

Websouls



March/ 24 – Present

- Planning and scheduling posts for Instagram and Facebook.
- Created branded content using Canva and Figma (posts, stories, and ads).
- Researched trending hashtags and topics to boost organic reach.
- Wrote creative captions that aligned with brand tone.
- Supported basic ad campaigns by setting budgets and tracking results.
- Responded to comments and messages to keep followers engaged.
- Monitored basic analytics (likes, shares, reach) and prepared weekly updates.
- Helped grow Instagram page from 500 to 2,000+ followers through consistent posting.

Social Media Intern

Websouls


 **Oct/ 23 – Feb/23**

- Created daily content (posts, stories, captions) for Instagram and Facebook.
- Scheduled posts using tool like Buffer
- Replied to messages and comments to improve engagement.

Education


Master's in Computer Science

Superior University— Lahore, Pakistan

 **Sep/2018 – Sep/2020**

ADP

Superior University— Lahore, Pakistan

 **June/2016 – June/2018**

Skills

- Social Media Management (Instagram, Facebook, TikTok)
- Canva, CapCut, Figma
- Captions
- Hashtag & Trend Research
- Community Engagement
- Basic Analytics (Meta Insights)
- Scheduling Tools: Buffer, Meta Business Suite
- Trend & Competitor Analysis

Strengths

- Creative and visual thinker
- Fast learner and team player
- Strong attention to detail
- Good communication skills

References

- Available upon request.