

Iram Shahzadi

Digital Marketing & E-Commerce
Specialist | Google & Meta Ads
Expert | Amazon PPC & SEO
Strategist



Contact Information

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Skills Summary

- Social Media Management
- Digital Marketing
- SEO Specialist
- Web Design and Development
- Google Ads and PPC
- Content Creation and Video Editing
- Product Hunting and Listing Optimization

Education

Masters of Education Degree/Allama
Iqbal Open University, Islamabad
(Pakistan)

Bachelor of Economics Degree /
Bahauddin Zakariya University,
Multan (Pakistan)

Professional Summary:

Dedicated and experienced Social Media Manager and Virtual Assistant with over [X years] of expertise in managing social media accounts, digital marketing, SEO, and virtual assistance. Adept at helping brands grow through UGC and digital strategies.

Experience

Social Media Manager | Fox Coaching with Dr. Benson (Bentzy) Fox Psy

Jan 2022- 2025

- Managed social media accounts, creating engaging content to boost follower growth and engagement.
- Developed and executed social media strategies to enhance brand visibility.
- Analyzed social media metrics and adjusted strategies for optimal performance.

Amazon Virtual Assistant | [SHOPINEMIA LLC]

[2020] - [2023]

- Specialized in Google Ads, product hunting, listing, PPC, and sourcing.
- Provided virtual assistance for Amazon sellers, optimizing product listings and campaigns.
- Achieved significant improvements in sales and customer satisfaction.

Freelance Digital Marketer | Self-employed

[2013] - [2024]

- Offered freelance services in social media management, SEO, web design, and digital marketing.
- Helped clients increase their online presence and reach through targeted strategies.
- Created engaging content and optimized websites for better search engine rankings.

Certifications and Training:

- Certified Amazon Virtual Assistant | Enablers
- Google & Facebook Ads Certification ,Digital Marketing | E-Rozegar