



About Me

A passionate Digital Marketer with a strong focus on e-commerce growth and digital strategy. I transform creative ideas into high-performing campaigns that deliver real results — from boosting brand visibility through social media to ranking on Google with smart SEO, and optimizing online stores for better conversions. With a blend of creativity and data-driven planning, I help brands grow and stand out in the digital space. Let's grow together and build something impactful, digitally.

Contact

 Yusrashykh514@gmail.com

 Karachi

Skills

- Web Design
- E commerce management
- Product Listing Optimization
- SEO
- Social Media Marketing
- Analytics & Reporting
- Google ads, Facebook ads
- Content Creation
- Marketplace Selling

Language

- English

Yusra Liaqat

Digital Marketer

Education

IQRA UNIVERSITY (2018-2022)

- Bachelor In bussiness Admisstration 3.01
- Digital Marketing and Amazon from sir syed university
- Diploma Digital Marketing and E-commerce from Institute of Business Management

Work Experience

(2022 - Present)

DIGITAL MARKETING EXECUTIVE / SOCIAL MEDIA MANAGER

- Managed and optimized BagAffairs' social media presence, ensuring consistent branding and engaging content.
- Planned, executed, and monitored paid ad campaigns on Facebook and Instagram, achieving 18.5% increase in engagement.
- Conducted professional product photography and editing to enhance brand presentation and boost conversions.
- Utilized analytics tools (Meta Business Suite, Insights) to track performance and implement data-driven improvements.
- Increased follower base and reach through targeted audience segmentation and strategic content scheduling.

Specialization

- Product Photography for Branding
- Client Communication & Relationship Management
- Website Design & Development (WordPress)