

Noor ul Wara

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KEY SKILLS

- Directed and coordinated campaign shoots and launches for Lakeer & elo creating core content for brands.
- Over 2 years of experience in content creation and PR.
- Proficient in Canva, Shopify, WordPress, Asana, Drupal, Mailchimp & Microsoft Office Suite
- Experienced in creating marketing strategies that align with brand goals
- Deep understanding of the Instagram and Tiktok algorithms.
- Experienced in managing ad campaigns on Meta and Google platforms.
- Well-versed in UX/UI, SEO best practices and email marketing.
- Experienced in customer service.
- Fluent in English & Urdu

WORK EXPERIENCE

Marketing Intern Camp U of T Scarborough Jan 2025 - Currently

- Led a pre-hype campaign for early bird registrations through social media and email marketing (Mail chimp & ActiveCampaign), resulting in 200+ reservations within the first three hours.
- Developed skills in customer journey mapping, long-form video editing, and CSS website enhancements, improving digital communication strategies.

Marketing manager, elo

Oct 2023 - Dec 2023

- Organized and set up a social media calendar.
- Managed content Idealization, content production and web shots.
- Coordinated all PR and Influencer-focused collaborations.
- Developed and produced the social media content calendar and short-form content that increased engagement by 15% and following by 40k over three months on Instagram
- Directed efforts that led to 38.77K profile views and 15.36K website clicks, contributing to sustained website traffic growth for elo.

Brand Manger, Lakeer

Mar 2022 - Jan 2024

- Provided research on market trends, and helped with the design selection of collections.
- Managed social media channels and content creation.
- Organized campaign shoots and launches on the website.
- Coordinated all PR and logistical communication between producers and designers.

Internship, Getir

Apr 2021 - Dec 2021

- Conducted market surveys and research focusing on customer feedback and communications to make app user experience and customer inquiries easier.

EDUCATION

Post Grad In Digital Marketing

George Brown College

- Deans List

May 2024 - Present

Toronto, ON

Undergraduate in Business Administration

Bilgi University

Sep 2018 - Sep2022

Istanbul, Turkey