

# AREEBA SIRAJ

Results-driven marketing professional with hands-on experience in social media management and content creation, seeking to contribute creative and data-driven strategies to enhance a brand's online presence and drive engagement.

## CONTACT

☎ 0315-0385389

✉ areebasiraj15@gmail.com

📍 Karachi, Pakistan

🌐 [www.linkedin.com/in/areeba-siraj-715488370](https://www.linkedin.com/in/areeba-siraj-715488370)

## SKILLS

- Ms Office Suite
- Canva
- Meta Business Suite
- Capcut
- Buffer
- Copywriting
- Content Development
- AI Video Creation
- Communication Skill
- Creativity
- Leadership

## LANGUAGES

- English
- Urdu

## PERSONAL PROJECTS

- Volunteered in the 5th International Research Conference on Sustainable Business- Driven strategy.
- Worked as a project team leader to conduct surveys.



## EDUCATION

**Jinnah University for Women** 2022 - 2025  
**Bachelor of Business Administration** CGPA:3.6



## WORK EXPERIENCE

**Sitel Solution** 02/2026 - Present  
Social Media Executive Karachi

- Managed and maintained multiple social media accounts across platforms (Instagram, Facebook, TikTok, X, Pinterest).
- Planned, created, and scheduled posts, reels, and stories.
- Conducted trend research to identify viral content opportunities and improve reach.
- Performed competitive analysis to benchmark performance and refine content strategy.
- Developed content calendars to ensure consistent and strategic posting.
- Monitored daily social media activity, responding to comments, messages, and queries.

**Excelerate** 07/2025--09/2025  
Digital Marketing Intern Remote

- Conducted comprehensive social media audits to assess platform performance, audience engagement, and content effectiveness.
- Applied SEO and content optimization techniques to enhance organic reach and visibility.
- Performed competitor analysis to identify market trends and benchmark performance.

**Meezan Bank Limited** 07/2025 - 08/2025  
Sales and Marketing Intern Karachi

- Assisted in daily branch operations, including account opening, deposits, and withdrawals.
- Provided customer service by addressing client queries and guiding them about bank products and services.
- Learned about Islamic banking procedures, financial instruments, and Shariah-compliant financing modes.