



# Sharika Noor Abdul Rasheed

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## ABOUT ME

I'm Sharika Noor, a passionate **Social Media Marketer** dedicated to helping brands grow their online presence through strategic digital marketing. Since starting my journey after matriculation, I've gained hands-on experience in social media management, creating effective content calendars, and running Facebook and Instagram paid ad campaigns. My work is grounded in creativity and data, with a strong focus on increasing organic reach to ensure long-term visibility. I'm committed to delivering measurable results by staying up-to-date with the latest trends and constantly refining my approach to meet each brand's unique goals.

## WORK EXPERIENCE *Custom planet* – Karachi, Pakistan

City: Karachi | Country: Pakistan | Website: [Customplanet.pk](http://Customplanet.pk)

### **Social Media & Brand Strategist**

[01/12/2024 – 09/04/2025 ]

- Develop and execute marketing strategies and ad campaign structures to promote customized products. Plan event- and festival-based content, manage targeting and interests, and work on platform growth to boost engagement, reach, and product sales.

## *Eden Essence* – Karachi, Pakistan

City: Karachi | Country: Pakistan | Website: [www.edenessence.pk](http://www.edenessence.pk)

### **Social Media Marketing Specialist**

[ 09/01/2024 – Current ]

Create and manage social media strategies, content calendars, and ad budgets to promote fragrance products. Oversee posting and engagement, build brand awareness campaigns, and monitor performance analytics to improve reach and ROI across digital platforms.

## *Aloacci* – Karachi, Pakistan

City: Karachi | Country: Pakistan | Website: [aloacci.com](http://aloacci.com)

### **Digital marketing manager**

[ 21/10/2025 – Current ]

Lead complete digital marketing operations including ads, content, and strategy. Focus on brand growth, new customer reach, and consistent sales improvement through Meta and platform campaigns.

**Aq5 Family** – Karachi, Pakistan

City: Karachi | Country: Pakistan | Website: [AQ5.COM.PK](http://AQ5.COM.PK)

## **Social Media & Marketing Manager**

[ 10/09/2025 – Current ]

Oversee complete marketing operations including social media strategy, content creation, ad management, and posting. Plan budgets, track performance, and manage campaigns to improve brand visibility and sales growth. Collaborate with the team to ensure consistent branding and audience engagement.

**Mobo Martify** – Karachi, Pakistan

City: Karachi | Country: Pakistan | Website: [Mobomartify.com](http://Mobomartify.com)

## **Marketing manager**

[ 11/05/2025 – Current ]

Plan and manage daily social media marketing campaigns with a focus on driving sales and conversions under PKR 300. Oversee Meta ads, create growth strategies, and supervise a small team handling content posting and customer support to maintain brand consistency and audience engagement

## **EDUCATION AND TRAINING**

### **Matriculation**

[ 02/04/2011 – 25/05/2024 ]

City: Karachi | Country: Pakistan

### **Advance Digital Marketing**

**IDM Pakistan** [ 08/08/2023 – 12/08/2024 ]

Website: [www.idmpakistan.pk](http://www.idmpakistan.pk)

### **Ecommerce Specialist**

**Pny Tranining** [ 15/02/2025 – 29/03/2025 ]

Website: [pnytrainings.com](http://pnytrainings.com)

### **Kutiyanamemon ITSector**

**SocialMedia Marketer** [ 03/06/2024 – 12/08/2024 ]

## **LANGUAGE SKILLS**

**Mother tongue(s):** Urdu

**Other language(s):**

**English**

## **SKILLS**

plan social media marketing campaigns/ social media management/ Social Media Marketing (Facebook & Instagram Ads)/ Digital Marketing Strategy/ Ecommerce manage