

TAYYIBA SULEMAN

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Education

Jinnah University for Women Graduated: 2012

Doctor of Pharmacy (Pharm-D)

Sir Syed Government Girls College Completed: 2006

Intermediate in Pre-Medical

Professional Web Developer Coding Course Completed

Completed professional training in Python programming, Visual Studio Code, FastAPI, website coding, application development, browser extension development, and cybersecurity-focused coding projects.

Experience

Building Wealth Mindset Corporation

Head of Department | SEO Expert | Social Media Manager | YouTube Expert June 2024 – Present

Graphic Designer | Video Editor

- Manage digital presence for 8 client brands, including social media pages, YouTube channels, and website content.
- Lead social media strategy, SEO execution, graphic design, and video editing for client campaigns.
- Improve organic traffic and search engine rankings through strategic on-page and off-page SEO.
- Increase YouTube engagement by optimizing video titles, thumbnails, descriptions, and channel content.
- Develop consistent brand voices, content calendars, and performance-based campaigns aligned with business goals.
- Conduct analytics reviews and reporting to guide data-driven improvements.

Gulshan Steel

Social Media and SEO Manager January 2024 – July 2024

- Managed SEO-driven content and enhanced the brand voice across digital platforms.
- Increased visibility and engagement through consistent social media planning.

Skin Bright

Social Media Manager January 2024 – June 2024

- Built a beauty-focused digital community through trend-based content.
- Launched campaigns that improved audience engagement and brand visibility.

Twist Botany

Social Media Manager January 2024 – June 2024

- Promoted workshops through visually engaging content and campaign planning.
- Increased brand visibility using keyword-rich SEO content.

X Max Soft

Social Media Manager

January 2024 – May 2024

- Created and managed technology-focused digital campaigns.
- Analyzed performance metrics to refine content strategy and audience targeting.

The Memories (Photography Studio)

Social Media Manager

January 2024 – June 2024

- Developed visual posts and reels showcasing photography studio work.
- Strengthened customer engagement through consistent storytelling.

Iron Zilla

Social Media Manager

January 2024 – May 2024

- Promoted fitness-related products with results-driven content.
- Managed online feedback and customer interactions across social platforms.

Rehman Contractor

Social Media Manager

June 2024 – February 2025

- Directed digital campaigns across platforms to support lead generation.
- Attracted leads and boosted conversion opportunities through content planning.

Mujahid Interior

Social Media Manager | Ad Manager

January 2024 – June 2024

- Led campaigns that generated over 1 crore in business.
- Managed advertising campaigns to increase project inquiries, lead generation, and conversion opportunities.
- Produced creative content for interior project highlights.

Viceroy Holdings, USA

Senior Content Writer Manager

April 2023 – November 2023

- Supervised a team of writers for legal and marketing content.
- Oversaw content quality control and client communications.

TKC Kitchen

Senior Content Writer

February 2023 – May 2023

- Created content aligned with marketing objectives and product positioning.
- Conducted in-depth product research for effective copywriting.

Quad Tech Limited

Content Executive

November 2022 – February 2023

- Scheduled and published SEO-friendly blog content.
- Improved search visibility through optimized writing.

BT Fibre / Ziegal.co.uk / TKC Kitchen

Digital Marketing Intern

June 2022 – November 2022

- Assisted in SEO content creation and digital campaign planning.
- Met deadlines while maintaining content quality standards.

Oh Mango

Social Media Manager

2022

- Managed brand identity across digital platforms.
- Leveraged trends to increase reach and engagement.

Freelance

Social Media Content Writer and Copywriter

2021 – 2024

- Provided content writing, copywriting, and social media services to various clients.
- Improved engagement, conversions, and brand recognition through targeted content.

Skills & Interests

- **Technical:** SEO, social media management, YouTube SEO and optimization, CMS, Google Trends, keyword research, data analytics, and reporting
- **Programming and Development:** Python, FastAPI, Visual Studio Code, website coding, application development, and browser extension development
- **Creative:** Graphic design, social media design, video editing, branding, storytelling, content writing, copywriting, and content strategy
- **Professional:** Audience engagement, cross-functional collaboration, communication, client relations, campaign planning, and performance reporting
- **Languages:** English and Urdu
- **Interests:** Defense technology, coding, cybersecurity, ethical hacking, and cybersecurity/defense-focused coding projects