

Sumia Rehman

Social Media Manager | Digital Marketing Specialist

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Education

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| B.Ed (Bachelor of Education), <i>Allama Iqbal Open University,</i> • Specialization: Secondary Education / Science Teaching (if applicable) • Focus on educational psychology, curriculum development, and assessment methods. | 01/2023 – 02/2025 Islamabad |
| M.Sc. Physics, <i>Riphah International University</i> Specialized in advanced physics concepts including quantum mechanics, electromagnetism, and thermodynamics. | 09/2019 – 08/2021 Islamabad |

Professional Experience

- Social media and digital marketing professional with experience in managing content strategies, ad campaigns, and performance marketing for multiple brands. Skilled at creating engaging posts, driving organic growth, and converting ad spend into predictable results. Published author with expertise in content creation and online branding.

Core Skills

- Social Media Management
- Meta Ads Strategy & Execution
- Content Planning
- Creative Copywriting
- Tools: MS Word, MS Excel, PowerPoint, Canva
- Digital Marketing Fundamentals
- Wordpress (Continue)
- Content Writing & Publishing (Amazon KDP)

Languages

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| • Punjabi — Native | • Urdu — Fluent | • English — Proficient |
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Certificates

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| • Freelancing Certificate | • Digital Marketing Certificate | • Tajweed Certificate |
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Publications

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| Mastering ChatGPT for Individual and Business Use, <i>Amazon KDP.</i> Practical guide published on Amazon KDP, explaining AI tools for productivity, content creation, and business applications. | 02/07/2025 |
| Power of Consistency, <i>Amazon KDP</i> • Self-help book authored and published on Amazon KDP. Focuses on building habits, discipline, and personal growth strategies. | 05/06/2025 |