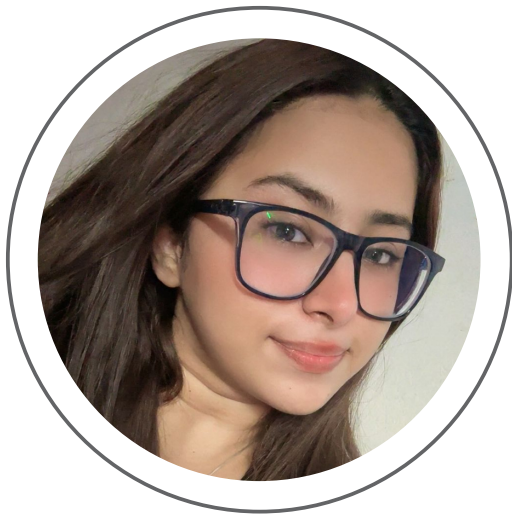




AFIYA ANSARI

Social Media Strategist | Client Servicing & Marketing Operations

CAREER SUMMARY

I'm a Digital Marketing Strategist who enjoys building brands and helping them grow through social media and smart marketing strategies. I've worked with clients across India and the Middle East, handling campaign planning, client relationships, and smooth execution. I focus on combining creativity with practical thinking — creating engaging content, strengthening brand presence, and delivering results that actually matter. I believe in understanding client needs and turning ideas into strategies that work effectively.

WORK EXPERIENCE

Digital Marketing Strategist & Business Development Manager

Agix International

Feb 2023 - Jan 2026

- Managed end-to-end digital marketing campaigns for multiple brands, including international clients
- Developed 360° marketing strategies covering social media, branding, and lead generation
- Led client servicing, handling communication, requirement understanding, and campaign execution
- Created high-performing creatives using Canva Pro, aligned with brand identity
- Managed Instagram, LinkedIn, and Facebook growth (engagement + reach)
- Collaborated with SEO, design, and performance teams for integrated campaigns
- Contributed to website revamps and brand positioning strategies
- Led business development, including client pitches, proposals, and onboarding

Business Operations Executive

PDLC

Feb 2022 - Dec 2022

- Managed operational workflows and reporting systems
- Coordinated internal processes and documentation
- Handled administrative and financial records
- Improved communication flow between departments

Operations Support Associate

Ideal

Aug 2021 - Jan 2022

- Supported daily operations and administrative processes
- Managed student records, attendance, and documentation
- Assisted in scheduling and coordination
- Maintained structured reporting systems

CONTACT

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✉ aaafiya456@gmail.com

📍 Mumbai Maharashtra

EDUCATION

Bachelor of Business Management

Mumbai University

2021 - 2023

Convent of Jesus & Mary - Fort

Mumbai

SKILLS

- Social Media Strategy & Growth
- Client Servicing & Relationship Management
- Marketing Operations & Campaign Execution
- Digital Marketing Strategy (360°)
- Content Planning & Brand Positioning
- Canva Pro Creative Designing
- Website Revamping & Landing Pages
- Email Marketing Campaigns
- Performance Marketing Basics
- Team Coordination & Leadership
- Campaign Analytics & Reporting
- Time Management
- Presentation Skills
- Problem-Solving
- Market Research

TOOLS & PLATFORMS

- **Design:** Canva Pro
- **Social Media:** Meta Business Suite, Instagram Insights
- **Analytics:** Google Analytics, Google Search Console
- **Ads:** Meta Ads Manager, LinkedIn Campaign Manager
- **CRM:** Zoho CRM, HubSpot CRM
- **Email Marketing:** Mailchimp

LANGUAGES

- English
- Hindi
- Arabic

PROFESSIONAL STRENGTHS

- **Strong client communication & relationship handling**
- **Creative + analytical mindset**
- **Ownership-driven execution**
- **Ability to manage multiple projects**