

# Javeria Siddiqui

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Creative Marketing professional with experience in social media strategy, brand identity design, and client-focused visual storytelling. Proven track record of increasing engagement (40%), follower growth (30%), and client retention (95%) through data-driven campaigns and innovative design solutions.

## WORK EXPERIENCE GPS Marketing Agency Dubai

### Marketing Intern

2024 – 2025

- During my Marketing Assistant internship, I grew Tabeer Developments' Instagram followers by 250+ in 1 month by designing and scheduling 15+ stories/static posts, leveraging trends and hashtag strategies.
- Contributed to refining the company's brand voice, conducted research to optimize campaign performance, and worked with cross-functional teams to deliver high-quality work on time.
- Boosted engagement by 40% and follower growth by 30% for 2 clients by auditing competitors, leveraging Instagram Reels, and optimizing posting schedules using Meta Business Suite analytics.
- Worked with cross-functional teams to design monthly social media calendars for clients, enhancing brand visibility and generating over 200 actionable leads within a month.
- Increased CTR by 35% by refining ad creatives and audience targeting based on weekly performance reports (reach, impressions, conversions)

## EDUCATION

### Dubai Scholars Private School

Al Qusais, Dubai

3 A Levels: Psychology, Math (Pure Mathematics and Statistics), English

6 IGCSEs: Physics, Math, Chemistry, English, ICT, Economics

## CERTIFICATIONS

HTML, CSS, and JavaScript for Web Developers online

(Coursera) | 2023

Social Psychology (Coursera) | 2023

Introducing Coding for Beginners: an HTML and CSS Online (BitDegree) | 2022

## SKILLS

### Technical Skills:

Adobe Creative Suite (Illustrator, Photoshop, InDesign),  
HTML/CSS (Basic), Typography, Print & Digital Design,  
Meta Business Suite, Social Media Analytics

### Marketing Skills:

Social Media Strategy, Content Calendar Planning,  
Brand Identity Development, A/B Testing,  
Lead Generation, CTR Optimization

### Soft Skills:

Client Consultation & Retention  
Cross-Functional Collaboration  
Strategic Problem-Solving

