

# AYESHA GHAFOOR

## ABOUT ME

As a skilled professional in Graphic Designing, I, I am proficient in operating Adobe Illustrator and Adobe Photoshop. Focused on brand identity, posts, posters, flyers, brochures and company profiles.

## EDUCATION

### QUAID-I-AZAM UNIVERSITY, ISLAMABAD

BS INFORMATION TECHNOLOGY |  
2016 - 2020

### POST GRADUATE COLLEGE FOR WOMEN RWP

INTERMEDIATE |  
2014 - 2016

## SKILLS

Graphics	★★★★★	Process Implementation	★★★★★
Communication Skills	★★★★★	Digital Marketing	★★★★★
		Adobe Illustrator	★★★★★
Adobe Photoshop	★★★★★		

## CONTACT ME

03215128989

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## JOB EXPERIENCE

### MTO( MANAGEMENT TRAINEE OFFICER)

Fauji Foundation **Sep 2023 -Present**

- Develop creative concepts by combining various media (graphics, video, audio, animation) for digital platforms like websites, social media, and interactive presentations.
- Design and create animations, motion graphics, and video elements for marketing campaigns, websites, and social media.
- Designed marketing materials including brochures, flyers, and posters for various campaigns.
- Develop creative concepts and design visual content for print, digital, and social media campaigns
- Helped organize employee engagement activities and events
- Manage digital marketing campaigns across various platforms, including social media, email, and manage all social media accounts.
- Oversee the creation of content for blogs, newsletters, and social media channels.

### INTERNSHIP

Fauji Foundation **Jul2023 - Aug2023**

Work with UX/UI teams to ensure designs are user-friendly and enhance user engagement.

- Supported the HR department in various administrative tasks, including maintaining personnel files and updating HR systems.
- Created and managed content for the company's website and social media channels.
- Develop creative concepts and design visual content for print, digital, and social media campaigns.

### INTERNSHIP **Nov2022- Dec 2022**

Eziline Software House, Rwp

### INTERNSHIP **Jul 2019- Aug 2019**

Speical Communication Organization (SCO)