

EISHA KANWAL

Engineer | Digital Marketing | Design & Content Creative

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[LinkedIn](#)

PROFILE SUMMARY

Detail-oriented Polymer & Petrochemical Engineering student with a strong passion for digital marketing, content creation, and visual design. Experienced in managing and scaling social media platforms, running data-informed marketing campaigns, and producing original graphics, video content, and websites. Combines analytical thinking from an engineering background with creative execution across social media management, branding, and event coordination.

WORK EXPERIENCE

Social Media Intern — United Towel Exporters Pvt Ltd

May 2026 – July 2026

- Spearheaded Instagram growth strategy, scaling the professional dashboard from 3K to 67K views through data-driven content optimization
- Directed end-to-end social media marketing across Instagram, Facebook, and LinkedIn, driving Facebook reach to 164K through targeted content
- Designed and produced original content, including graphics and edited video, tailored to platform-specific audience
- Implemented 80/20 rule marketing funnel strategy to balance engagement-driven and conversion-focused content
- Streamlined content scheduling and conducted keyword research to strengthen discoverability and organic reach
- Analyzed performance insights to refine posting times and improve audience engagement
- Coordinated and organized company events, managing logistics and on-ground execution alongside social media promotion

Data Analyst Intern — Fluxxion (in collaboration with KPMG)

Dec 2025

- Gained hands-on experience in data interpretation and analysis
- Applied analytical tools to process datasets and generate actionable insights
- Supported business decision-making through data-driven analysis

Canva Fellowship Intern — Fluxxion (UET Lahore Google Developers Group)

June 2025

- Selected for the Canva Fellowship Program, focusing on advanced visual communication
- Mastered techniques for creating viral and eye-catching social media designs
- Developed high-impact graphics for various digital platforms, ensuring brand consistency and aesthetic appeal

Creative Projects

2025 – 2026

- Designed and developed a website for an Australian henna artist (www.hennabynamra.com.au)
- Created social media posts and promotional posters, including food and product posters, for small businesses and personal branding projects
- Portfolio: ([Portfolio Link](#))

QUALIFICATION

NED University of Engineering and Technology

2024 – 2028

- Bachelors of Engineering (Polymer and Petrochemical Engineering)

Government Degree Science College Malir Cantt

2022 – 2028

- Intermediate – HSC (Pre-Engineering)

Bright Career School (Cambridge System)

2009 – 2022

- Matriculation – SSC (Science)

COURSES & CERTIFICATIONS

- Social Media Marketing (HP LIFE / HP Foundation)
- Data Analyst (Fluxxion)
- Canva Fellowship Program (Fluxxion)
- Video Editing (social grows)
- Amazon VA (National Vocational and Technical Training Commission)
- Front-End Web Designing (Skill Development Council)

SKILLS

Hard Skills

- Social Media Management
- Social Media Content Creation (Instagram, Facebook, LinkedIn)
- Video Editing
- Graphic Designing
- Front-End Web Designing
- Canva & Photoshop Editing
- Hashtag Research & Optimization
- Content Writing
- Content Scheduling & Engagement
- Keyword Research
- Funnel Marketing Strategy
- Social Media Advertising
- Prompt Engineering
- Social Media Analytics
- Audience Interaction & Community Building
- Lead Generation
- Branding & Visual Identity Projects
- Social Media Posts
- Portfolio Building
- Event Management
- Event Planning & Coordination
- Event Organization
- On-Ground Event Execution
- Competitive Analysis

Hobbies & Interest

- Painting
- Henna Art
- Beauty
- Coding
- Designing

Soft Skills

- Communication Skills
- Problem Solving
- Reading
- Writing
- Time Management
- Meeting Deadlines
- Project Management
- Leading

Tools & Software

- Meta Business Suite
- Adobe Photoshop
- Canva
- Capcut
- Claude
- ChatGPT
- Gemini
- Notion AI
- Helium 10
- Jungle Scout
- MS Office
- VS Code
- Typescript
- Javascript
- HTML
- CSS
- JQuery
- Adobe Premiere Pro
- Inshot
- Filmora
- Meta Ads

LANGUAGES

- Urdu
- English