

SHEEBA KAREEM

Digital Marketing Strategist



ABOUT ME

I am a versatile professional skilled in independent and collaborative work, adept at gathering and analyzing information. I focus on upskilling in AI technologies and using digital tools to provide innovative solutions.

SKILLS

Writing & Keywords ability



Mastering Social Media



Data Sourcing Analysis



EDUCATION

Diploma in Digital Marketing, TriOS College, Toronto

2024 - 2025

- Google Ads
- SEO & SEM Essentials
- Content Strategy
- Real-world Case Projects
- Branding Strategy
- AI in Design
- Graphic Design (Canva & Adobe Photoshop)
- Social Media Marketing
- Email Marketing
- Digital Analytics
- Front-end Web Design
- Online Reputation Management
- Project Management

EXPERIENCE

Mar- Aug 2023

LAMP Community Health Center

Ideated and created Health Promotion content creatives with the team and promoted in-person/hybrid weekly community programs

Dec 2020 - Aug 2021

Humber College

Created fashion content for Humber's IG platform, launched denim campaigns, tracked analytics, and boosted followers by 50% with increased engagement

LANGUAGE

English



Hindi



CONTACT



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