

Tooba Moten

Student

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Karachi, Pakistan

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EDUCATION

2022 - Present (Expected May 2025)

Royal Holloway - University of London (via Denning Business School, Karachi)

Bachelors of Business Administration (Marketing Majors)

2019-2021

Alpha College

A-levels (Commerce)

2016-2019

Dawood Public School

O-levels (Commerce)

CORE STRENGTHS

- Editing
- Content Structuring
- Research
- Coordination and Communication
- Digital Marketing
- Negotiation

DIGITAL TOOLS

- Canva
- Google Docs
- CapCut
- Ms Office
- Notion (Learning)

LANGUAGE

(fluent in writing and speaking)

- English
- Urdu

PROFILE

Detail-oriented and creative BBA (Marketing) student with hands-on experience in content creation, digital communication, and social media coordination. Adept at crafting engaging content strategies, managing online platforms, and translating complex ideas into relatable messages for diverse audiences in both English and Urdu. Passionate about impactful storytelling, community engagement, and using digital media as a tool for meaningful brand-building. Seeking to contribute fresh ideas, a strong work ethic, and a growth mindset to a dynamic team in the digital marketing space.

WORK EXPERIENCE

Nikka Nikki - Kids Skincare Line

2025

Brand Concept Developer

- Developing brand identity, layout aesthetics, and narrative arcs
- Spearheading the development of a children's skincare, haircare, and body care brand from concept to execution
- Conducting competitive market research and conceptualizing the brand story, identity, and positioning
- Exploring customer personas and product-market fit strategies tailored for Pakistani parents and kids

Intellectual Minds

2021-Present

Freelance Content Writer

- Wrote research reports and assignments on business, HR and marketing
- Created marketing content and blog articles for SMEs and startups in tech and business
- Specialized in simplifying complex business topics for broader audiences
- Developed an understanding of tech-driven marketing strategies

Denning Centre for Advancement of Women (DCAW)

2024-2025

Co- Head of Communications

- Directed internal and external communications, increasing event visibility and engagement
- Managed Canva designs, Google Docs documentation, and student outreach initiatives

Caribon Chocolates

2021-2022

Social Media Manager

- Designed Instagram visuals (posts, stories)
- Wrote bilingual captions
- Communicated to customers via message & call.