

ZEESHAN SHAKEEL

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EDUCATION

California State University, Northridge, Northridge, CA Bachelor of Science in Business Administration, Marketing; Minor in Management	Expected May 2027
Taylor's University, Kuala Lumpur, Malaysia American Degree Transfer Program (ADP), earned transferable credits	December 2023
Beaconhouse School System, Karachi, Pakistan GCSE O Levels (Cambridge), completed 9 subjects	December 2020

EXPERIENCE

Sonage Skincare, Santa Monica, CA <i>Digital Marketing Intern</i> - Engineered an end-to-end AI content pipeline pairing 2 generation tools (Seedream, Higgsfield) with Adobe Photoshop and Lightroom, producing product imagery and short-form video for skincare launches - Analyzed engagement and listing performance across 4 analytics dashboards (TikTok Shop, Shopify, Instagram Insights, Amazon Seller Central), converting data into format and positioning decisions that lifted TikTok profile views 145% - Orchestrated 8 cross-channel campaigns spanning organic social and Klaviyo email, tailoring creative, copy, and offer positioning to each platform's audience and algorithm - Launched products across 3 e-commerce storefronts (Shopify, TikTok Shop, Amazon), pairing each release with Klaviyo email campaigns, website updates, and optimized listings - Captured studio product photography and Instagram Reels for launch content across social channels and the direct-to-consumer website	May 2026 - Present
Delta Sigma Pi (Professional Business Fraternity), Northridge, CA <i>Marketing Team Member</i> - Planned promotional campaigns for recruitment, chapter events, and professional development initiatives in partnership with the executive board and chapter marketing team - Filmed and edited Instagram video content that generated 15,000+ organic views among CSUN students, increasing chapter outreach and on-campus engagement	August 2025 - Present
Threadscapes, Karachi, Pakistan <i>Social Media Manager</i> - Directed platform strategy across internal teams and 5+ influencer partnerships, aligning content calendars with revenue goals - Led targeted social campaigns measured against 5+ KPIs, increasing online sales and audience engagement - Analyzed audience research to identify market trends, lifting trend-aligned content views 25%	January 2024 - February 2025
Swano Textiles and Enterprise, Karachi, Pakistan <i>Intern</i> Managed client communications across email, phone, meetings, and demos for 100+ orders, resolving 95% of client concerns	June 2024 - August 2024

CERTIFICATIONS

- Google Ads Search & Display Certifications, Google, May 2026
- Digital Marketing Internship Simulation, Stukent, May 2026
- Introduction to Career Skills in Data Analytics, LinkedIn Learning, May 2026
- Google Analytics Certification, Google, April 2026
- Introduction to Digital Marketing, IBM (Coursera), March 2026
- Introduction to Social Media Marketing, Meta (Coursera), March 2026
- Greenwashing Prevention (Green Shield), Institute for Advertising Ethics, February 2026
- Foundations of Digital Marketing and E-commerce, Google (Coursera), September 2024
- Attract and Engage Customers with Digital Marketing, Google (Coursera), September 2024

SKILLS

Technical: Digital Marketing • Social Media Management & Analytics (TikTok, Instagram, Meta Business Suite) • E-commerce Operations (Shopify, TikTok Shop, Amazon Seller Central) • Email Marketing (Klaviyo) • Google Analytics • Google Ads (Search & Display) • AI Content Generation (Seedream, Higgsfield) • Adobe Photoshop & Lightroom • Photography & Videography • Graphic Design • Data Analysis & Performance Reporting • Microsoft Office Suite • AI-Assisted & Agentic Development Tools

Soft: Leadership • Analytical Problem Solving • Cross-Cultural Communication • Teamwork • Time Management • Creativity

PROJECTS

Careem Advertisement, Karachi, Pakistan Led a 5-person creative team from script to final cut, conceptualizing and producing a Careem advertisement for a corporate talent exhibition	December 2019
Eureka 2.0 Business Pitch Competition, Karachi, Pakistan Won 1st place with a sustainable business-model pitch, leading strategy, team coordination, and final delivery	November 2019