



SYED FAHAD ZAFAR

SENIOR SOCIAL MEDIA EXECUTIVE

CONTACT



Apartment # 502 Omeama Pride
F.B.Area, Block-21, Karachi



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sfzafar73@gmail.com

EDUCATION

Bachelors of Business Administration

JAN 2016 - DEC 2019

IQRA University Karachi

CGPA: 3.63

Higher Secondary Certificate

MAY 2013 - APR 2015

Government College for Men Nazimabad

Secondary School Certificate

MAR 2013

Everest Junior High School

REFERENCES

Raza Naeem Yousuf

Director, Indus Pencil Industries Pvt. Ltd.

Email: raza@induspencil.com

Contact: + 92 345 2919789

Muhammad Waleed Khan

Project Manager, Salsoft Technologies

Email: waleed.khan@salsoft.net

Contact: + 92 323 7222555

PROFILE

A multi-talented individual with proven leadership and team management skills, with a desire to prosper in the industry. Having strong grasp on Digital Marketing along with Research and Development makes me a perfect candidate for a challenging role in the field of Digital Marketing and Brand Management.

WORK EXPERIENCE

Senior Social Media Executive

(JUL 2020 - PRESENT)

Salsoft Technologies Pvt. Ltd, Karachi-Pakistan

Social Media Planning & Strategy Building for International Clients
Industry and Competitor Research for International Clients
Creating Content for International Clients (US & UK Based)
Designing Creatives & Advertisements for International Clients
Designing and Executing Paid Social Media Ad Campaigns
Performance Evaluation and Report Creation

Social Media Manager

(AUG 2020 - PRESENT)

Indus Pencil Industries Pvt. Ltd, Karachi-Pakistan

Designing Social Media Marketing Plans
Social Media Marketing and Accounts Management
Social Media Community Management
Providing Customer Support on Social Media Channel
Designing Content for Social Media Platforms

Senior Marketing Executive

(JAN 2020 - JUL 2020)

Indus Pencil Industries Pvt. Ltd, Karachi-Pakistan

Designing Marketing Plans
Social Media Marketing and Accounts Management
Websites and Online Shops Development & Management
Providing Customer Support on Online Channel
Designing Content for Websites & Social Media Platforms
New Product Design & Development
Sponsorship & Event Management

Digital Marketing Specialist

(JAN 2019 - DEC 2019)

Indus Pencil Industries Pvt. Ltd, Karachi-Pakistan

Designing Marketing Plans
Social Media Marketing and Accounts Management
Handling Online Sales Portals (Alibaba, Daraz, Goto, etc.)
Providing Customer Support on Online Channel
Designing Content for Websites & Social Media Platforms

Operations Intern

(APR 2018 - JUN 2018)

Engro Fertilizers Ltd, Karachi-Pakistan

Project Evaluations
Project Compliance
Strategic Planning

SKILLS

- Leadership & Team Management
- Public speaking
- Strong verbal communication
- Strong reading & listening skills
- Brand Management and Corporate Branding
- Content & Blog writing
- Market & Academic Research skills (Proper usage of Google) (Keyword Researching)
- Inbound Sales & Marketing
- Digital Marketing (SMM, PPC, SEO)
- Facebook Marketing (Campaigns building, Advertising, Canvas, Lead forms)
- Instagram Marketing
- LinkedIn Marketing (Advertising & Ad postings)
- Google AdSense
- Google Ad Words (PPC Ads, Video Ads, and Banner Ads)
- YouTube Channel Management
- E-mail Marketing (Outlook & Mail chimp)
- Alibaba Account Creation & Management
- Google Analytics
- Hootsuite
- Microsoft Power Point
- Microsoft Excel
- Microsoft Word
- Adobe Photoshop
- Adobe Illustrator
- Adobe Premiere Pro
- Word Press (Basics)

CERTIFICATIONS

- Certification of Brand Management form London Business School (University of London). (2020)
- Inbound Marketing Certified by HubSpot Academy. (2020)
- Inbound Sales Certified by HubSpot Academy. (2020)
- Digital Marketing Certification from Accenture. (2020)
- Social Media Marketing Certification from Accenture. (2020)
- Google certified Digital Marketer (IAB EUROPE endorsed). (2020)
- Fundamental of Google Analytics Certification from Google Analytics Academy. (2020)
- Marketing Communications Certification from LinkedIn Learning sponsored by National Association of State Boards of Accountancy (NASBA). (2020)
- Advertising on Facebook Certification from LinkedIn Learning. (2020)
- Graphic Designing Certification from Digi Skills Pakistan. (2019)
- Digital Marketing Certification from Digi Skills Pakistan. (2019)
- Word Press Certification from Digi Skills Pakistan. (2019)
- Freelancing Certification from Digi Skills Pakistan. (2019)
- Certified Digital Marketer, have done complete Digital Marketing course from Homework Pakistan (Affiliated with OUT OF BOX LTD. UK). (2018)

WORKSHOPS

- Attended a Digital Marketing Workshop (Facebook), organized by Homework Pakistan (Affiliated with OUT OF BOX LTD, UK) in 2018.
- Participated in Business Plan Competition 2019 by IQRA University ORIC, and qualified for semifinals.
- Participated in IQRA University Model United Nation 2016 as a delegate representing South Korea in the committee of United Nations Office on Drug and Crime (UNODC).
- Participated in IQRA University Model United Nation 2017 as a delegate representing Cuba in the committee of Disarmament and International Security Committee (DISEC).
- Attended a training session on "Personal Branding" Guest speaker "Mr. Zafar Aziz Osmani" conducted by HR Legends Pvt. Ltd in 2017.

EXTRA CIRCULAR ACTIVITIES

- Former Marketing Executive at IQRA University Dramatic Society "The Chameleon".
- Voluntarily participated in the inauguration ceremony on JOY CORNER at IQRA University, sponsored by Unilever Walls in 2018.
- Participated as a Brand Ambassador in training session conducted by HR Legends Pvt. Ltd in 2017.
- Organized an official Mega Qawwali event by IQRA University namely "Sufi Night" in 2017.