

Ibrar Ali Tahir

Digital Marketing & Social Media Manager | Designer | Video Editor Web Developer| Thumbnail Creator.

Islamabad, Pakistan|+92 313 9007966 | awazsweet@outlook.com

Objective

As a dedicated Digital Marketer, I specialize in developing and implementing comprehensive online marketing strategies to promote products and services. My expertise encompasses various digital channels, including social media, SEO, email marketing, and content marketing, to engage target audiences effectively. With a keen eye for market trends and consumer behaviors, I optimize campaigns for maximum reach and impact, utilizing analytics to inform data-driven decisions

Professional Experience

Social Media Manager

Ali Enterprises and Rent a Car, Islamabad

- Managed content creation and strategy for Facebook, Instagram, Twitter, and LinkedIn.
- Engaged with online audiences, providing customer support and generating leads.
- Analyzed campaign performance using social media tools and analytics.

Digital Marketing Apprentice

Top Linkers Pvt Ltd, Rawalpindi (August 2023 - Present)

- Developed social media strategies to enhance the company's brand and online presence.
- Collaborated with marketing teams and real estate agents to promote services and properties.

Management Information Systems Director

Paper Palace (Pvt) Ltd, Lahore (April 2007 - May 2011)

- Progressed from salesman to warehouse manager due to exceptional performance.
- Oversaw inventory management, logistics, and team leadership.

Skills and Expertise

- Proficient in English, Urdu, Hindi, Pashto (Expert), and Arabic (Reading Expert).
- Expertise in social media platforms: WhatsApp, Telegram, Facebook Messenger, Reddit, Instagram, TikTok, Twitter, Snapchat, YouTube, Pinterest, LinkedIn, and WeChat.
- Competent in digital marketing, managed services, and web services development.

Social Media Marketing Tools

- Snapchat Ads Manager, Google Analytics, Twitter/X Ads Manager, Facebook Ads Manager.
- LinkedIn Campaign Manager, Pinterest Ads Manager, Google Ads, Canva, Hootsuite.
- WordPress, Social Pilot, and Social Code.

Ad Formats

- Display Ads, Mobile Advertising, Video Advertising, Product Listing Ads.
- Social Media Carousels, Text Ads.

Education

Intermediate in FSC premedical MISALI ZAKARIYA SCIENCE SECONDARY SCHOOL,
Arif Wala (April 2003 - July 2006)

Certifications and Licenses

- [Google Analytics Certification \(March 2022 - March 2023\)](https://skillshop.credential.net/profile/ibrarali906/walle) HYPERLINK
"https://skillshop.credential.net/profile/ibrarali906/walle"1
- [IDM Pakistan, Karachi \(June 2023 - Present\)](#) 2

- [Launch Your AI-Powered Shopping Ads \(October 2023 - Present\)](#) HYPERLINK
["https://skillshop.credential.net/profile/ibrarali906/walle"](https://skillshop.credential.net/profile/ibrarali906/walle)3

- [Google Analytics Individual Qualification \(April 2023 - April 2024\)](#) HYPERLINK
["https://skillshop.credential.net/profile/ibrarali906/walle"](https://skillshop.credential.net/profile/ibrarali906/walle)4



- [Upwork](#) [LinkedIn](#) [Microsoft](#) [TikTok](#) [X](#) [Instagram](#) [Facebook](#) [Email](#)