

SHAYAN WAZIR

Social Media Marketing Specialist

Gilgit-Baltistan, Pakistan | <https://linkedin.com/in/shayan-wazir/> | Available: On-site, Hybrid & Remote

PROFESSIONAL SUMMARY

I am a social media marketing specialist with hands-on training in full-stack digital marketing, including strategy development, content creation, social media management, and paid advertising. Over the past year, I have worked with clients through Fiverr and Upwork while building my career at Marketix International. I focus on creating tailored marketing plans that help small and growing brands become more visible online, attract the right audience, and generate consistent leads. I bring a practical mindset, current industry knowledge, and a genuine interest in seeing the businesses I work with grow.

CORE SKILLS

Social Media Marketing	Content Creation & Strategy
Social Media Management	Marketing Plan Development
Social Media Optimization (SMO)	Online & Product Marketing
Paid Advertising (Meta Ads)	Audience Research & Targeting
Brand Identity & Positioning	Freelance Client Management

EXPERIENCE

Social Media Marketing Specialist

Marketix International | Gilgit-Baltistan, Pakistan | 2024 – Present

- Develop and manage social media marketing campaigns for clients across multiple platforms including Instagram, Facebook, and LinkedIn.
- Build content calendars aligned with client brand voice, seasonal goals, and audience behavior patterns.
- Monitor campaign performance metrics and make data-informed adjustments to improve reach, engagement, and conversion.
- Collaborate with clients to define marketing goals and translate them into actionable short-term and long-term strategies.
- Support the team in training and implementing current digital marketing practices learned through intensive coursework.

Freelance Digital Marketing Consultant

Fiverr & Upwork | Remote | 2026 – Present

- Work directly with small business owners and solopreneurs to audit their current online presence and identify gaps in visibility and lead generation.
- Design and deliver social media strategies, content plans, and marketing roadmaps tailored to each client's niche and target audience.

- Provide one-on-one strategy consultations to help clients understand what is and is not working in their current marketing approach.
- Maintain strong client relationships through clear communication, timely delivery, and transparent reporting.

EDUCATION & TRAINING

Full-Stack Digital Marketing Course

Marketix International | Gilgit-Baltistan, Pakistan | 2024 (4 months)

- Completed an intensive 4-month program covering social media strategy, content creation, SEO fundamentals, paid advertising, and full-stack digital marketing workflows.
- Gained practical experience through real-world projects and client case studies throughout the course.

SERVICES OFFERED

Strategy Consultation

A focused session to diagnose what is holding a brand back online and map out a clear, step-by-step path forward. Ideal for businesses that have tried marketing but have not seen the results they expected.

Done-for-You Digital Marketing

Full management of a client's digital marketing strategy, from content creation and posting to performance tracking and optimization. Clients focus on running their business while I handle the marketing side.

ADDITIONAL INFORMATION

Languages: Urdu (Native), English (Professional Working Proficiency)

Platforms: Instagram, Facebook, LinkedIn, TikTok, YouTube

Freelance Profiles: [Available on Fiverr and Upwork](#)

Work Preference: Open to on-site, hybrid, and remote opportunities