

MOHAMMAD ASIM

SOCIAL MEDIA Executive

To utilize my abilities and skills to acquire massive growth to an organizational exposure with new set of market competitive techniques to achieve a successful outcome.

CONTACT

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**Address**

Islamabad Pakistan

EDUCATION

Bs Computer Science

Completed (2021)

Sarhad University Of Science & Technology

DAE Electronics

Completed (2015)

Swedish Institute Of Science & Technology

SKILLS



Branding



Marketing



Creative Problem Solving



Strategy & Planning



Observation



Multi-Tasking

WORK EXPERIENCE

- **Social Media Executive**
CreActive Marketing Agency Jan 2023 – Present

Key responsibilities:

- Develop and implement comprehensive social media strategies.
- Collaborate with graphic designers, videographers, and content creators to produce multimedia content.
- Social Account Managements.
- Analytics & Reporting.
- Paid Advertising & Campaign Management.
- Create engaging content for various platforms.
- Manage multiple social media accounts.
- Optimize profiles for brand consistency.
- Analyze and report on performance metrics.
- Build and engage with online communities.
- Collaborate with cross-functional teams.
- Stay updated on industry trends and best practices.

- **Digital Marketing Executive**
Carbonic IT Solutions Nov 2021 – Dec 2022








Key responsibilities:

- Proficiently run and optimize Facebook Ads and Google Ads campaigns to achieve targeted goals and ROI.
- Perform in-depth market research and competitor analysis to inform strategic decisions and campaign targeting.
- Conduct thorough keyword research to identify high-performing keywords for paid advertising and SEO strategies.




Achievements:

- Reduced the CPR by 45% in the 3rd month after successfully completed an one month internship .
- Managed & Ran campaigns worth over \$1200+.

TOOLS

-  Google Ads
-  Google Analytics
-  Buffer
-  Meta Business Suite
-  Work Place
-  Jira Software (Scrum)
-  YouTube Creator Studio

LANGUAGES

-  English
-  Urdu
-  Pashtoo

SOCIAL MEDIA PROJECTS

- **Chaaye Khana 6th Road**
- **MojMela Park**
- **Buddy's Cafe**
- **Fabritec**
- **Vidatech**
- **Unified Systems**
- **The Capital Grill**
- **Innovative Infinity Solutions**
- **Chaaye Chubara**
- **Vapes Direct**