

Muhammad Sohaib

Why *Sohaib*?

- Skilled and conscientious individual proficient in Digital marketing possessing in-depth knowledge of marketing principles, operations management, and competitive market analysis
- Result-oriented professional holds sound comprehension of effectively planning & budget optimizing market development and strategizing innovative brand awareness development programs
- Proficient at incorporating new and existing marketing strategies to target customer & achieve profitable marketing strategies
- Worked across marketing and Product business units to build out the reporting infrastructure from ground up.
- Prospective data analyst who strives to pose and answer questions with quantitative-driven insights.



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EXPERIENCE

April 2022– Present

Social Media Manager • Artwing Studio • Karachi

Responsibilities/Accomplishments: Build and execute social media strategy through competitive research, platform determination, benchmarking, messaging, and audience identification, Generate, edit, publish and share daily content (original text, images, video) that builds meaningful connections and encourages community members to take action. Set up and optimize company pages within each platform to increase the visibility of the company's social content. Moderate all user-generated content in line with the moderation policy for each community.

Key Projects:

- Manage and execute overseas brands' social media campaigns, and content creation, assign designing and video animating tasks, and monitor all paid campaigns and Email marketing.
- Work with Local food and fashion brands to manage their social media accounts, create content, Paid campaigns, work with a photographer for a product shoot
- Manage Instagram, Facebook, Twitter, YouTube, TikTok, Klaviyo Email marketing.
- Successfully launch restaurant new branch and ongoing work

September 2021– April 2022

Social Media Manager • Sixteendots • Karachi

Responsibilities/Accomplishments: I can help transform your online presence to help you boost sales and brand awareness. I am in both short-term and long-term projects in social media management, which includes strategy creation, consulting, reporting analysis, and content creation.

Key Projects:

- Successfully planned and executed T20 World Cup 2021 Campaign for Ginsoy – Extreme Chinese (Facebook and Instagram), Content management, daily posting, and Facebook and Instagram Ads strategy.
- Manage overall social media campaigns, coordinate with Influencers for Brand Awareness campaigns for Meat Me Out Side
- Working with a new brand, managing their social media campaigns, creating content, and working with the production and designing team for social media creative. Brand: Vibgyor
- Manage social media campaigns, manage content and work with the designing team for social media platforms for The Kababist.

- Working and successfully executed social media campaigns for SQ Builders and Developers, Facebook Ads strategy, content creation, and daily post designing.

March 2020– September 2021

Social Media Specialist • QMS Digital • Karachi

Responsibilities/Accomplishments:

- Skillfully developing effective corporate communication and marketing strategies, and campaign budgeting for multiple clients.
- Conducting in-depth analysis and setting objectives for marketing team and monitoring team members' performance; maximizing brand presence and lead generation through various marketing channels and cultivating and maintaining relationships with media, agencies and influential professional

Key Projects:

- Successfully planned and executed Brand Awareness Campaign: From Dreams to Destination for Riphah International University (Print, Digital) in KLI
- Effectively planned and executed brand awareness campaign for Superior Group of College- Be Superior (Digital, Print)
- Successfully executed the Superior University TVC project, coordinated with all the relevant stakeholders for smooth execution.
- Planned and manage and In-house Brands and their social presence.
- Launched successful Facebook Ads conversion campaign for local brands EatMeat, Carvan

September 2018– May 2021

Customer Support Representative • Cenitinc • Karachi

Customer service professional with strong ability to multi-task, prioritize, and manage time effectively. Offering ability, active listening skills, and proven ability to resolve customer complaints in a professional manner.

Our system helps them in their buying, selling, renting, and investing needs. All the financing procedures leading to a mortgage transaction are also meticulously handled through our system.

Responsibilities

- Investigating and resolving unique and/or complex customer service issues
- Corresponding with customers via chat and mail to verify accuracy of service resolution.
- Generate leads, book appointment, and guide customers in their buying and selling process.
- Handling customer queries and provide them a solution related to real estate.

August 2017– September 2018

Digital Marketing Specialist • MKTList • Karachi

Responsibilities

- Successfully build and manage social media presence.
- Measure the success of every social media campaign.
- Built organic reach through social media strategy.
- Generate leads through organic marketing strategy and increase website traffic

EDUCATION

Iqra University, Karachi
Dec 2019,

BS Computer science, IQRA UNIVERSITY

SKILLS

- | | |
|--------------------------------|---------------------------------|
| ▪ Digital Marketing Management | ▪ Campaign Budgeting |
| ▪ Competitive Analysis | ▪ Marketing Plans and Execution |
| ▪ Photoshop | ▪ Campaign Monitoring |
| ▪ Canva | ▪ Dropshipping |
| ▪ Data Entry | ▪ Technical Support |