

NAJEEB AHMAD

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Social Media Manager, Content Curator, CMS Manager, CMS Setup & Edit

Areas of Expertise

Social Media Marketing (B2B & B2C) • Calendar Development • Content Curation
• Strategizing social media posting • Academic Writer

FORMAL EDUCATION

- **Master of English in Literature and Linguistics (2011)**
with 62% Marks
National University of Modern Languages
- **Bachelor of Arts (2007)**
with 51% Marks
University of Punjab
- **F.Sc (2005)**
with 66% marks
Army Burn Hall College For Boys, Abbottabad
- **Matriculation (2003)**
with 80% marks
Moon Public School Lahore

Diploma

- **Basic Computer Diploma**
from The English Academy
- **Graphic Designing**
from Step, EVS
- **IELTS**
7 Band

Certification

Product Manager
from Udemy

<https://www.udemy.com/certificate/UC-a98654b8-90e3-4343-9f8a-9d9b7455ad32/>

Digital Product Management: Modern Fundamentals

University of Virginia Darden School of Business

https://www.coursera.org/account/accomplishments/certificate/U398RH7R9KSZ?utm_source=android&utm_medium=certificate&utm_content=cert_image&utm_campaign=sharing_cta&utm_product=course

Foundations of Digital Marketing and E-commerce

Google

<https://coursera.org/share/0530cb3eae8551a236d1118500e47fa6>

COMPUTER & TECHNICAL SKILLS

• Microsoft Office • Photoshop • Buffer • SkyLead • SEMrush • Paid Ads: LinkedIn and Facebook

PROFESSIONAL EXPERIENCE

• Senior Social Media Marketing Associate (2018 - Present)

Promoted to Sr. Social Media Marketing Associate. My duties in this role included managing social media postings, expanding network for CEO and CMO and helping them drive demos and leads. I also manage the list of all the prospects that I reach out on LinkedIn and carry out further conversation.

I am also responsible to provide weekly and monthly social media analytics and plan further to increase engagement and followership.

I am also sending marketing campaigns for lead generations and presenting its analytics.

- Increase LinkedIn Followers 2x within 6 months organically
- Strategizing LinkedIn outreach including connection request and further communication.
- Aligning LinkedIn outreach with ongoing marketing emails
- Planning and scheduling weekly social media calendar

Senior Content Curator (2020-2021)

Got Promoted to Senior Content Curator in 2021.

Content Curator (2018-2020)

Started working as Content Curator at xiQ Inc. My job duties include

- Content curation for company news on daily basis
- Editing and publish following industry digests on xiQ Portal and email to subscribers
 - Autonomous Auto
 - IoT Daily News
 - Next Gen Cyber Security
 - Artificial Intelligence
- Manage social media pages on LinkedIn, Facebook and Twitter
- Posting on social media using Buffer and generating organic traffic

• Academic Writer (2017- 2018)

Worked as academic writer at Estrell Consultant. My job is to write research papers and articles for the clients. I have been writing on different subjects including, marketing, case studies, management, English literature and lot more.

• Trendyshop.pk (E-Commerce)

I have experience handling E-Commerce platform:

- Set up the E-Commerce site using WordPress and then shifted to OpenCart
- Handled all the operations including
 - Purchasing products
 - Product photoshoot, editing on Photoshop
 - Uploading products on website and Facebook
 - Receiving order, dispatching to the customer, handling courier services
- Managing Vendors Relations and Payment

I have managed social media page on Facebook, run campaigns and managed customer queries. I also managed website for product upload, keep track of the orders on CMS. Link to page, www.facebook.com/Trendyshop.paki

• Academic Writer (2012 - 2017)

Working as academic writer at 2Base2, a software house. My job is to conduct research on topics related to technology and produce research papers and thesis. Most of my work is available on my online blog: www.freeitech.com. Research papers I have done include

- Empirical Evaluation
- Cloud Database
- Database as a Service
- Process Models
- Software Development Process Models
- Enterprise Application Architecture
- Unified Process
- Cyber Forensics

• Job Poster (2011-2012)

Worked as a job poster at Velorium, an outsourcing company. Posted jobs from different websites to our job portal JobFox.com.

• Tech Blogger (2011 - Freelancer)

Worked as a Tech blogger for www.limera1n.cc. My job was to post articles related to new technology emerging everyday. The website was mainly concerned with iPhone, more specifically about jailbreak, unlock and other tweaks.

• Content Writer (2011- Freelancer)

Worked as a content writer for www.build-a-company.com. My responsibilities included, writing business articles, posting them on website, sharing them on different social networking websites like Facebook, Twitter, LinkedIn etc.

Reference:

Will be provided on demand.