

# UMAR KHAN

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## Social Media Manager

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## PROFESSIONAL SUMMARY

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Innovative and results-driven Social Media Manager with 5+ years of experience creating engaging content strategies and managing social media campaigns across multiple platforms. Proven track record of increasing brand visibility, engagement, and conversion rates through data-driven approaches and creative storytelling. Skilled in developing and executing comprehensive social media strategies aligned with business objectives.

## PROFESSIONAL EXPERIENCE

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### SENIOR SOCIAL MEDIA MANAGER

Digital Spark Agency | New York, NY | January 2023 - Present

- Lead social media strategy for 6 high-profile clients across fashion, technology, and lifestyle sectors
- Increased client engagement rates by an average of 45% through implementation of interactive content formats
- Manage a team of 3 content creators, providing mentorship and guidance for campaign development
- Developed and executed a viral TikTok campaign that generated 2.5M views and increased client's follower base by 35%
- Analyze performance metrics and create comprehensive monthly reports with actionable insights
- Coordinate with marketing teams to ensure consistent brand messaging across all digital channels

### SOCIAL MEDIA SPECIALIST

Pulse Marketing | Brooklyn, NY | March 2020 - December 2022

- Managed social media presence for 8 clients across Facebook, Instagram, Twitter, and LinkedIn

- Created and curated engaging content that resulted in 60% increase in audience growth across platforms
- Developed and implemented paid social media campaigns with an average ROI of 320%
- Conducted competitive analysis to identify industry trends and opportunities
- Collaborated with graphic designers to create visually compelling content
- Implemented social listening tools to monitor brand sentiment and respond to audience feedback

## SOCIAL MEDIA COORDINATOR

Green Media Group | Boston, MA | June 2018 - February 2020

- Assisted in developing and scheduling content across multiple social platforms
- Monitored social media channels and engaged with followers to build community
- Created weekly performance reports using analytics tools
- Collaborated with content team to ensure brand consistency
- Supported the execution of influencer marketing campaigns

## SKILLS

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- **Platforms:** Facebook, Instagram, Twitter, LinkedIn, TikTok, Pinterest, YouTube
- **Tools:** Hootsuite, Buffer, Sprout Social, Later, Canva, Adobe Creative Suite
- **Analytics:** Google Analytics, Facebook Insights, Twitter Analytics, Instagram Insights
- **Content Creation:** Copywriting, Photography, Basic Video Editing, Graphic Design
- **Strategy:** Campaign Development, Content Planning, Community Management, Crisis Management
- **Paid Social:** Facebook Ads Manager, Twitter Ads, LinkedIn Ads
- **Technical:** HTML/CSS, SEO Fundamentals, WordPress, Basic Photoshop

## EDUCATION

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### BACHELOR OF ARTS IN COMMUNICATIONS

New York University | New York, NY | Graduated: May 2018

- Minor in Digital Marketing
- GPA: 3.8/4.0

## CERTIFICATIONS

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- Hootsuite Social Marketing Certification (2023)
- Facebook Blueprint Certification (2022)
- Google Analytics Individual Qualification (2021)
- HubSpot Social Media Marketing Certification (2020)

## LANGUAGES

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- English (Native)
- Urdu (Fluent)
- Arabic (Conversational)

## REFERENCES

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Available upon request