

Syed Muhammad Ahmed

Dynamic Marketing Strategist | Digital Marketing
Specialist | Executive Assistant with Expertise in Brand
Development & Market Growth

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EXECUTIVE SUMMARY

A marketing professional with expertise in digital marketing, brand strategy, event management, and virtual assistance. Owner of Seed & Serum (hair care) and Zoco (customized clothing), with experience in product development and business growth. Former Marketing Associate at Yards & Hectare and strategist at SkilledForce, focusing on campaign development, client management, and LinkedIn optimization. Skilled in virtual assistance, supporting administrative and operational tasks. Passionate about driving brand engagement and business growth.

SKILLS

- Digital Marketing Strategy
- Social Media Marketing
- Campaign Management
- Brand Development & Growth
- Graphic Design
- Content Creation
- SEO & SEM
- Email Marketing & Lead Generation
- Paid Advertising (Google Ads)
- Event Management
- Sponsorship Management
- Public Relations
- Creative Direction
- Social Media Engagement
- Podcast Production & Management
- Influencer & Partnership Marketing
- Client Relationship Management
- Brand Strategy Development
- Market Research & Analysis
- Team Leadership & Collaboration
- Project Management
- Entrepreneurship
- Customer Experience & Retention
- Multitasking & Time Management

WORK EXPERIENCE

Executive Assistant & Marketing Lead

March 2025 – Present | Skilled Force| Islamabad

- Managed and nurtured client relationships, providing personalized job search support and optimizing LinkedIn profiles to enhance client visibility and engagement.
- Developed and executed marketing campaigns, creating promotional materials, posters, and banners to drive brand awareness and online engagement.
- Coordinated client schedules, appointments, and communication, ensuring operational efficiency and on-time project completion.
- Conducted thorough market research to stay informed on hiring trends, providing clients with targeted job search strategies and relevant opportunities.
- Crafted tailored cover letters and optimized job applications, significantly improving clients' chances of landing roles aligned with their career goals.
- Supported the internal team by executing marketing strategies that increased brand visibility and contributed to overall client satisfaction.

Owner & Founder

Sept 2024 - Present | Zoco | Islamabad

- Founded and currently managed Zoco brand, a customized clothing brand that specializes in bulk orders for businesses, events, and personal use.
- Led the end-to-end process of custom clothing design, order fulfillment, and customer service, ensuring a high standard of quality and customer satisfaction.

Co-Founder

2021 - Present | Seed & Serum (Haircare Brand) | Hyderabad / Islamabad

- Co-founded a startup focused on haircare products, where I led the overall branding strategy, including logo design, product packaging, and social media presence.
- Developed and implemented a content strategy to effectively communicate the brand's values and attract a loyal customer base, leading to improved sales and brand recognition.

Marketing Associate

Feb 2024 – Oct 2024 | Yards & Hectare Pvt Ltd | Islamabad

- Developed and executed marketing campaigns, resulting in a 25% increase in brand engagement.
- Managed social media platforms, creating content to drive user interaction and enhance brand visibility.
- Produced promotional material, including advertisements and campaign visuals, optimizing content for digital platforms.
- Worked alongside the team to design and implement targeted marketing strategies that contributed to customer acquisition and market growth.
- Partnered with Gogi Studios and the Pakistan Soccer Futsal Federation (PSFF) to support their marketing and event management efforts, driving brand awareness for both initiatives.
- Worked on podcasts with Cheezious, developed campaigns, and managed social media platforms, generating high levels of engagement.

Marketing Assistant

July 2022 – March 2023 | University of Munster, Germany | Remote

- Collaborated closely with PhD professionals and faculty as the marketing assistant, one of the lead organizers of the "[Language and Power 2023](#)" international conference.
- Spearheaded the entire branding and digital presence of the event, including designing the official logo, social media pages, and content strategy across all digital channels.
- Created and managed promotional content such as event flyers, social media posts, digital banners, and website visuals, ensuring a consistent and impactful visual identity.
- Designed and produced critical informational materials including event brochures, pamphlets, schedules, and certificates used during the three-day academic conference.
- Coordinated and edited the official [Book of Abstracts](#), a detailed publication featuring peer-reviewed work of 50+ PhD scholars, ensuring high editorial standards and alignment with academic formatting.
- Assisted in curating and managing the event's content calendar and outreach campaigns, contributing to successful participation and visibility among academic circles and institutions.
- Supported logistical and communication efforts that enhanced engagement with international participants, panelists, and keynote speakers.

Additional Experiences:

- Laraib Groups (New Energy Minerals) | Graphic Designer

EDUCATION

Bachelor of Business Administration
Marketing | 2021-2025
Comsats University, Islamabad

O Levels
Foundation Public School (FPS)

A Levels
Commerce | 2019 - 2021
Bluejay School System

Co - Curricular

- Commercial Production | SSC Cafe & Sport Complex COMSATS
- Event Organizer | Proshow Season 2
- Director of Public Speaking | Bluejays School System
- Vice President | COMSATS Media Club
- Head Boy | Bluejays School System