

Samama Kamran

Social Media Coordinator & Project Manager

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Nasheman Iqbal, Khayaban-e-Jinnah, Lahore

Professional Summary

Experienced Social Media Coordinator and Project Manager with 3+ years in operations, team leadership, and content production. Proven expertise in managing cross-functional teams, executing social media strategies, and coordinating complex projects across media, immigration, and financial services sectors. Strong background in customer support, business development, and stakeholder management.

Professional Experience

Social Media Coordinator | IBEX

February 2025 – Present

- Respond to JazzCash customer emails and inquiries within defined SLAs for leading BPO company
- Resolve customer complaints through effective problem-solving and cross-functional team collaboration
- Provide financial services support promoting digital payments and financial inclusion initiatives
- Collaborate with internal teams to ensure seamless customer experience delivery

Social Media Producer & Project Head | Princeton Group of Companies

November 2023 – November 2024

- Handled daily operations and executed comprehensive social media content strategies for property, media, and travel investments
- Led cross-functional production teams including content producers, anchors, video editors, and cameramen
- Managed event planning, brand activations, financial coordination, and vendor payment processing
- Developed strategic partnerships with stakeholders and public figures across multiple business verticals
- Coordinated procurement, inventory management, and distribution of branded merchandise

Technical Skills

Management: Project Management, Team Leadership, Operations Management, Business Development

Digital: Social Media Strategy, Content Production, Email Marketing, Customer Support

Software: MS Word, MS Excel, PowerPoint, Google Sheets, Outlook

Specialties: Event Planning, Financial Coordination, Vendor Management, Stakeholder Relations

Notable Projects & Collaborations

Ex Federal Minister Media Operations | Firdous Aashiq Awan

Head of Operations & Coordination, Social Media Lead

January 2024 – May 2024

- Led comprehensive media operations and coordination for high-profile political figure
- Managed social media strategy and content production across multiple platforms

Almarah Foundation Operations | DIG Punjab Police Mehboob Aslam Lilla

Operations Head, Production & Social Media Lead

February 2024 – April 2024

- Supervised complete team operations and coordinated large-scale community events
- Led production and social media teams for foundation's awareness campaigns

Government Agriculture Campaign | Government of Punjab

Field Coordinator & Training Specialist

November 2021 – December 2023

- Conducted village visits and field assessments for wheat campaign initiatives
- Delivered farmer training programs and awareness sessions across rural communities

Humans of Burewala NGO | Rizq Trust Partner

Operations Manager

May 2019 – July 2023

- Managed complete operations, coordination, and social activities for community NGO
- Handled media relations and associate communications for charitable initiatives

Education & Certifications

BSc (Hons) Agriculture - Plant Pathology | University of Agriculture Faisalabad

2019-2023

GPA: 3.24

Certifications:

Pakistan Agricultural Research Council, Hult Prize Foundation United Nations, Youth General Assembly, Professional Hosting & Anchoring (UET Lahore)

Additional Information

Languages: English (Professional), Urdu (Native) **Experience:** 3+ years **Availability:** Immediate

Specialties: Team Leadership, Cross-functional Coordination, Media Production **Career Goal:** Long-term success in dynamic environments