

AFYAN RIZWANI

DIGITAL MARKETEER

☎ 03161080288

✉ mail.afyanrizwani@gmail.com

in afyan-rizwani-markteer

INTRO

Hi, I have been a digital marketer in this industry for three years I am the guy who is a Jack of all trades and a master of none. But this is also a skill that helps manage a team properly. I am a good or maybe master in content writing because when you earn, then you, yeah, this one is crazy. I am also a standup comedian. By the way, it's my first time making a CV, so I wish my CV was in good HR hands.

EXPERIENCE

MARKETING MANAGER (RM Sports)

Present (Part Time)

- Conducted market research and competitive analysis to align brand strategies with target audience needs. Lead successful campaigns, managed influencer partnerships, and optimized ads for customer acquisition. It's a B2B and B2C model.

TEAM LEAD (EWOLVES MARKETING AGENCY)

Sep 2023 to Sep 2024

(Full Time)

- I managed a team for 15 brands, developing and executing monthly social media strategies, content production, and influencer campaigns. I coordinated with clients, arranged shoots, and ensured high-quality digital marketing efforts to boost brand visibility and engagement.

SOCIAL MEDIA MARKETER (SHAFFER)

Feb 2023 to Aug 2023

(Full Time)

- Developed and executed social media strategies, managed content creation and scheduling, and collaborated with the design team to enhance brand visibility. Analyzed engagement metrics to optimize posts and ran targeted ads.

STRATEGIST (GRACE FABRICS)(INTERNSHIP)

Nov 2022 to Jan 2023

(Full Time)

- Coordinated creative processes, developed effective campaign strategies, and collaborated with influencers to increase brand outreach during internship.

FREELANCE (ONGOING)

- Manage campaigns, PR arrangements, shoot coordination, storytelling, and content writing for brands, enhancing engagement and visibility.
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EDUCATION

DATA SCIENCE

Feb 2024 - Feb 2028

From SMIU Sindh Madarsatul Islam University

- Specialization in Business Analyst.

PRE-ENGINEERING

Sep 2021 - Apr 2023

From Govt Delhi College

DIGITAL MARKETING

From Al-khidmat Banoqabil program, Coursera, and a personal mentor.