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EDUCATION

- Bachelor in Industrial Engineering**
UET Taxila 2018 - 2022
- Apprenticeship**
Amal Academy July - Sep 2022
(Stanford University Funded Program)



SKILLS

- Graphics Designing  
- Video Creation and Editing
- Content Calendar Creation
- Copywriting
- SM Management
  3 Years    1 Year
- Meta Ads Manager
- Microsoft Office Suite
- Google Suite
- ClickUp
- Competitor Analysis and Research
- Data Analysis and Reporting
- Leadership and Teamwork

CERTIFICATIONS

- Digital Marketing**
Digiskills.pk
- Digital Marketing Associate**
Meta Blueprint
- Microsoft Office Specialist**
Microsoft
- Content Writing**
Udemy

LANGUAGES

- English 
- Urdu 
- Punjabi 

BILAL KHALID

Social Media Marketer | Designer | Engineer

ABOUT ME

A social media enthusiast with over 3 years of expertise crafting value-added, engaging content, effectively managing social handles, and executing targeted paid advertising campaigns. A qualified engineer with a blend of artistic mind, the perfect combo for your creative brand presence and data-driven marketing

WORK EXPERIENCE

Social Media Executive

Seven Star Marketing

Sep 2023 – Present

- Performed detailed audit analysis and implemented plan of execution for social media accounts, including Facebook, Instagram, LinkedIn, Pinterest and YouTube for company-owned international brands **Kanzy** and **Candure**
- Established branding and standards for an optimized social media presence
- Prepared and implemented standard operating procedures (SOPs) for safe use of social media
- Preparing well-researched monthly content calendars for social media
- Managing the content scheduling across all social platforms
- Managing community engagement and dealing with customer queries
- Monitoring content performance and reporting the accounts' insights
- Collaborating with the team of designers, editors and content writers to ensure content quality is per the required standard and branding
- Assisting the website team with the redesigning and optimization of company websites, ensuring marketing best practices are incorporated
- Managing the brand's collaboration activities with Instagram influencers
- Designing ad creatives and brand-specific marketing content
- Designing and managing paid advertising campaigns on Meta

★ Key Achievements

- Managed to successfully recover compromised Meta Business Account and reimbursement of PKR 3 lac of unauthorized ad spent after dealing with Meta Support
- Achieved "Employee Of The Month" award in the second month of joining

Founder/Manager

Social Fusion

Mar 2023 – Present

- Initiated my virtual startup, offering digital marketing services to small business startups
- Have designed and managed result-driven paid campaigns for a total budget of over PKR 6 lac, both for local and international markets

Social Media Marketer & Designer

Arabella By Dr MM

Apr – Aug 2023

- Established the brand's presence on Meta accounts
- Designed branded content for social media, website and print displays
- Designed and managed paid advertising campaigns on Meta

Marketing Manager

Learn Pakistan

Mar 2020 – July 2023

- Initiated and managed social media accounts including Facebook, Instagram and YouTube, community groups and teams for different educational & social projects
- Designed social media content and prepared the marketing material including presentations, documents, messages and Google forms
- Managed community engagement and dealing with the queries of audience
- Designed and managed paid advertising campaigns on Meta with over PKR 2 lac of ad spent, generating over PKR 6 lac in return