

AHMED ATHAR

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SUMMARY

Highly creative and results-driven marketing operations professional with over 6 years of experience in video-first content creation, campaign analytics, budget management, and cross-functional coordination. Proven track record in managing marketing operations, tracking KPIs, and building systems that drive team efficiency. Skilled at transforming cultural trends into engaging video content while leveraging data analytics to optimize performance and inform strategic decisions. Combines strong storytelling acumen with operational excellence to deliver measurable business impact.

SKILLS

Marketing Operations & Analytics: Budget Management & Forecasting, OKR Framework, Project Management, Campaign Performance Tracking, Marketing Documentation, Process Optimization, Cross-functional Team Coordination, Vendor Management

Video Production & Editing: Conceptualization, Scripting, Filming, Post-Production, DaVinci Studio, Adobe Premiere Pro (assumed from Adobe Creative Suite), Adobe Photoshop, Adobe Illustrator, Native Creator Tools (TikTok, Reels, Shorts), Visual Storytelling

Social Media Marketing: TikTok, Instagram Reels, YouTube Shorts, Content Strategy, Trendspotting & Reactivity, Community Engagement, Paid Social Content, Influencer Partnerships, Social Media Advertising, Digital Campaigns, Web Content Creation, Canva, Social Listening

Generative AI Tools: AI Video Generation (Sora, Veo, Runway), Prompt Engineering, Custom Asset Generation, AI-Assisted Scripting & Storyboarding (ChatGPT, Gemini, Claude)

Programming & Automation: Python, Shell Scripting, AI-Assisted Development

Content Strategy & Management: Editorial Guidelines, Content Lifecycle Management, SEO (fundamental understanding), WordPress, Google Search Console

Collaboration & Communication: Cross-functional Coordination, Stakeholder Communication, Creative Presentation, Ideation, Team Leadership, Interpersonal Skills

Data & Analytics: Microsoft Excel (Advanced Formulas, Pivot Tables, Data Visualization), Google Sheets, Google Analytics, Performance Metrics Tracking, Trend Analysis, Looker, SEMrush, Ahrefs

Tools & Platforms: Linux, ServiceNow, Jira, SharePoint, Confluence, Buffer

KEY PROFESSIONAL EXPERIENCE

Freelance Filmmaker & Content Creator | Chicago **Content Manager/Filmmaker** | July 2018 - Present

- Utilized generative AI video tools (Sora, Veo, Runway) to produce dynamic storyboards and pre-visualizations, translating screenplays into test videos to refine narrative flow and shot composition.
- Designed and integrated custom AI-generated assets, including motion graphics and glitch effects, into post-production workflows to enhance the final visual narrative.
- Created AI-generated sample shots to provide clear visual direction for actors and crew, streamlining pre-production and improving on-set collaboration.
- Conceptualized, scripted, filmed, and edited over 30 short-form video projects for diverse clients, enhancing their brand presence and engagement across digital platforms.
- Created compelling visual narratives and promotional videos for campaigns viewed by over 120,000 people, demonstrating strong audience appeal and viral potential.
- Directed and produced identity-centered films recognized in international film festivals, showcasing advanced storytelling and cultural trend adaptation.
- Collaborated extensively with clients and stakeholders to align video content with brand messaging, audience engagement goals, and content regulations.

PROFESSIONAL EXPERIENCE

SEO Analyst & Content Manager

My Otaku World, (Remote)

October 2023 - Present

- Led comprehensive SEO audits and content revitalization projects, driving a 40% increase in organic traffic through strategic keyword optimization and meta tag enhancements.
- Oversaw a library of over 2,000 content pieces, ensuring strict alignment with editorial guidelines and boosting overall page views by 30%.
- Built and maintained content operations systems managing the full content lifecycle for 2,000+ pieces, including editorial workflows, quality assurance processes, and coordination with writers and stakeholders to ensure accuracy and SEO alignment

- Tracked and reported on content performance KPIs using Google Analytics and SEMrush, providing data-driven recommendations that informed content strategy decisions

AbbVie

Technical Support Specialist, Chicago, IL

October 2022 - September 2023

- Developed technical documentation and operational guides including troubleshooting guides and FAQs using SharePoint and Confluence, improving team self-service capabilities and reducing repeat issues
- Created and deployed an automated Teams bot based on documentation guides to streamline support processes and enhance team efficiency
- Tracked and analyzed support metrics including ticket resolution rates and response times, contributing to data-driven insights that improved team performance by 25%
- Collaborated across regulatory, engineering, marketing, and support teams to diagnose and resolve 300+ technical issues impacting promotional workflows and compliance systems.

Ecommerce Marketing Manager

Cotton Connection Ltd. Chicago, IL

March 2022 - September 2022

- Administered website inventory, adding 100+ new products and confirming accurate pricing and descriptions.
- Managed promotional campaign budgets and executed targeted campaigns that elevated website traffic by 20% through email marketing and social media advertisements, tracking ROI and optimizing spend allocation based on performance data
- Enhanced product photography using Adobe Photoshop, improving visual appeal and contributing directly to a 15% increase in sales.
- Analyzed marketing data in Microsoft Excel to track performance metrics and identify key trends, leading to more refined and effective engagement strategies.

Marketing Manager

Rikovations Pvt. Ltd., Karachi, Pakistan

March 2019 – March 2022

- Managed marketing department budget, tracking spend across 50+ digital campaigns, vendor partnerships, and content production while maintaining accurate forecasting and reconciliation
- Established team operational processes including campaign planning frameworks, content calendars, and stakeholder reporting systems, boosting engagement by 45% through strategic messaging and brand alignment
- Coordinated multimedia content production and vendor timelines, ensuring deliverables met marketing goals and compliance requirements

Creative Writer

Oktopus Group, Pakistan, (Remote)

Feb 2019 – Feb 2021

- Composed 80+ content assets across radio, digital, and print formats, improving audience engagement by 30%.
- Supported cross-functional campaign teams, contributing to a 15% growth in product sales.

PUBLICATIONS

- **Book Author** : Blood Moon By Ahmed RIK [Dastaan Publication]
- **Published Research** : A Study of SAR Despeckling Methods [KIET Journal of Computing and Information Sciences 2 (1), 11-11], Analysis of SAR images speckle reduction techniques [IEEE]

CERTIFICATIONS

- **Certifications**: Google AI Essentials, Google | September 2025,
- Cisco Certified Network Associate, Digital Video Editor

EDUCATION

Concordia University - Chicago, IL

MBA In Marketing & Advertising

August 2021 - May 2023

Relevant Courses: Digital Media Marketing, Global Marketing, Advertising Strategy

Indus Valley School of Art and Architecture - Karachi, Pakistan

Diploma In Film/Video

September 2020 - February 2021

Focus: Video Editing, Cinematography, Screenwriting

COMSATS Institute of Information Technology – Islamabad, Pakistan

BS in Computer Science

February 2013 - March 2017