



**Arslan
Azhar**

Social Media
Marketer

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Lahore, Pakistan

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Skills

- Social Media Marketing and Management
- Content Creation
- Copywriting
- Hashtag Research
- Video Editing
- Brand Management
- Canva
- Adobe Premiere Pro
- Facebook Ads
- Instagram Ads
- LinkedIn Ads
- Search Engine Optimization (SEO)
- Pinterest Marketing
- Email Marketing
- Project Management
- Microsoft Office
- Communication Skills
- Branding & Identity
- Content Management System (CMS)

Interests

- Local Meetups
- Watching Movies
- Exploring different cultures
- Learning new things
- Socializing
- Long Drives
- Voulteering
- Indoor Sports

Languages

- **Urdu** *Native*
- **English** *Full Professional*
- **Punjabi** *Native*

Experience

Social Media Marketer

Cinnova Technologies 03/2022-Present

Job Type *Full Time*

Achievements/Tasks

- Creating new ideas for social media posts.
- Supporting the marketing manager in managing events.
- Brainstorming ideas for social media posting.
- Content creation, direction, and posting.
- Photography, videography, photo editing, video editing, and often post creation using professional editing tools.
- Assisting the HR team to reduce headhunting.
- Generating and managing ideas for events or activities in the office.
- Brand Image Management

Digital Marketer

PAC 07/21-09/21

Job Type *Internship*

Achievements/Tasks

- Handling social media accounts.
- Researching creative ideas to improve their social media engagement.
- Learned and assisted in running social media campaigns.
- Designed and ran email marketing campaigns.
- Assisted marketing team with managing events.

Education

Bachelors in Business Management

NUML 2018- 2022

CGPA 3.15

Major *Marketing*

F Sc

Govt. College Township 2015- 2017

Subject *Pre-Engineering*

Matriculation

Lahore Grammar School 2003-2015

Subject *Computer Science*