



FARRUKH SHOAIB

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SUMMARY

I am a versatile digital marketer with extensive experience in video editing, graphic design, SEO, and social media management. I have worked with various media outlets like Aziznews and Tehkeek TV Channel, as well as numerous international clients. Currently, I manage digital marketing and social media strategies for TheTravels.pk and Hoorain Travel, driving brand growth and customer engagement.

WORK EXPERIENCE

Aziz News & Tehkeek Tv <ul style="list-style-type: none">• Work as a social media manager & digital marketer• Also as a video editor & graphic designer• Also doing work as a content creator and seo specialist• Also work for facebook page of aziznews organic reach and paid also• I have aslo work for my own business	2022-2023
Thetravel.pk <ul style="list-style-type: none">• Coordinated testing and validation, ensuring compliance with industry standards.• Provided technical expertise, contributing to a 15% reduction in system failures.• And also work as a social media manager , tour guide , and content creator	2023-2024
Hoorain travels <ul style="list-style-type: none">• Managed full lifecycle of a cutting-edge automation project, meeting all milestones.• Conducted feasibility studies and risk assessments, mitigating potential project risks.• Collaborated with clients, leading to a 25% increase in customer satisfaction.	2023-2024

EDUCATION

Intermediate <p>Guards public college saddar karachi</p> <ul style="list-style-type: none">• Commerce student	2022-2024
Course <p>Aptech garden centre</p> <ul style="list-style-type: none">• Digital marketing• seo & social media marketing.	2023-2024

ADDITIONAL INFORMATION

- **Technical Skills:** Social Media Managing, Seo, Video Editing, Graphic Deisgning, Voice Over Artist, Content creator, Thumbnail Designer.
- **Languages:** English, German, punjabi.
- **Certifications:** Ms Excel, Digital marketing