

Muhammad Azhar Qayyum
Content Creator / Social Media Marketing / Digital Project Management

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Professional Summary

Highly skilled and creative Content Creator, Photographer, and Videographer with 12+ years of experience seeking opportunities to utilize my artistic vision and technical expertise in capturing compelling visuals and creating engaging content. Passionate about delivering high-quality work and exceeding client expectations. Along with content creation professional experience as social media marketing which include strategy planning to execution and monitoring.

Skills:

- Photography: Proficient in various photography techniques, including portrait, landscape, product, and event photography. Expertise in composition, lighting, and post-processing using Adobe Creative Suite (Photoshop, Lightroom).
- Videography: Extensive knowledge of video production, including camera operation, framing, shot composition, and lighting. Skilled in editing videos using software like Adobe Premiere Pro, or other industry-standard tools.
- Content Creation: Experience in conceptualizing, planning, and executing creative content for various platforms, including websites, social media, and marketing campaigns. Ability to develop visually appealing concepts and tell engaging stories through images and videos.
- Equipment and Software: Proficient in operating a wide range of professional photography and videography equipment, including DSLR cameras, lenses, lighting equipment, and audio recording devices. Familiarity with editing software such as Adobe Creative Suite and other relevant tools.
- Creative Direction: Ability to provide artistic direction and collaborate with clients and teams to bring their vision to life. Skilled in understanding client requirements, translating ideas into visuals, and delivering exceptional results.
- Social Media Strategy: Proven ability to develop and execute comprehensive social media strategies aligned with business goals and target audience. Proficient in utilizing various social media platforms, including but not limited to Facebook, Instagram, Twitter, LinkedIn, and YouTube, to drive engagement and brand visibility.
- Community Management: Expertise in managing social media communities by monitoring and engaging with followers, responding to inquiries, comments, and reviews in a timely and professional manner. Ability to foster positive relationships and build a strong online presence.
- Paid Advertising: Knowledge of leveraging social media advertising platforms, such as Facebook Ads Manager and Instagram Ads, to execute targeted campaigns, reach specific demographics, and generate leads. Proficient in optimizing ad performance and measuring campaign effectiveness.
- Analytics and Reporting: Skilled in analyzing social media metrics and generating reports to track key performance indicators (KPIs). Proficient in using tools like Google Analytics, Facebook Insights, and other analytics platforms to gain insights, identify trends, and make data-driven decisions.
- Organization and Time Management: Strong ability to manage multiple projects simultaneously, meet deadlines, and prioritize tasks effectively. Detail-oriented with excellent organizational and time management skills.

SOCIAL MEDIA MANAGER & BUSINESS CONSULTANT

(As Business Consultant | Growth | Creative & Digital Marketer - Full time) **May 2021 - Continue**

- Provide consultancy Service to Automobile Industry
 - Suzuki Islamabad
 - Suzuki Rawal - Rawalpindi
 - Kia Metropolis Islamabad
 - Changan Islamabad
 - PEUGEOT Metropolis Islamabad
- Provide Project Management, IT, Business Development/Marketing & Creative agency services
- Web Solution / Website design & development
- Content Creation Services (Photography & Videography)
- Social Media Marketing Strategy & Execution
- Directing creative campaigns, brand integrity, strategies, production, copywriting and presentations meet the client turnarounds.
- Lead Team of creative department for Creating design concepts, brand identity, and promotions through TVC, web, email/newsletter, and social media
- Content Building Infographics, Videos and animation
- Monitoring and forecasting projects to ensure outcomes meet the client budget.
- Analyzing research trends and submitting a request for proposals.
- Created workflow procedure, Content Calendar, policy and brand standards guidelines

Arkhitech - SAAS Products

(as Growth & Product Marketing Consultant)

Jun 2020 - Mar 2021

Arkhitech is a Software Product Development company delivering scalable and well-designed web and mobile solutions. Arhitech deliver solutions in a variety of open-source technologies/frameworks, mainly:

- Ruby on Rails (RoR)
- HTML5/AngularJS
- Native iOS/Android Mobile Development
- PhoneGap/Cordova/Titanium

PRODUCTs:

HowMuch.pk is a SAAS based marketplace (B2C) and POS (B2B) solution for in-store & online grocery shopping & delivery systems. It targets to bring all the local retail shops/stores located in Islamabad, Rawalpindi and Lahore under one (online) roof. With more than 2,000 stores connected, they offer a wide range of food and daily necessity products that can be delivered all across the twin cities & Lahore.

Foodnerd.pk is another SAAS based marketplace (B2C) and Restaurant POS (B2B) for in-store & online food ordering and delivery services solution.

Main objective of solutions to manage & improve sales using marketing tools i.e SMS, Email & Social Media.

Responsibilities:

- Responsible for developing growth strategy and media KPIs around user retention, target audience, and channel mix.
- Drive user acquisition through performance marketing activity using core paid acquisition channels in order to exceed ambitious user growth goals while maximizing ROI.
- Lead generation through Business Marketplaces/websites & Business networks LinkedIn including paid tool sale navigation.
- Deeply understand our users and identify opportunities for growth and optimization at every stage of their lifecycle.
- Develop and own dashboards to monitor overall marketing channel performance. Lead monthly/weekly/daily reporting for all acquisition channels.
- Create experimentation roadmaps and execute a rigorous A/B testing agenda to enhance campaign effectiveness.
- Constantly work on new channels, creatives and other ideas for experimentation, optimization and acquisition growth.
- Design SOP for B2B & B2C business marketing, delivery services operations.
- Manage workflow of CRM (Hubspot) (automate chat, initial messages & 5 follow ups)

The Millennium Group of Companies / The Millennium Builders

(As Creative & Digital Marketer & Content Creator - Full time)

Mar 2017 - May 2019

- Developed and implemented social media strategies to enhance brand visibility, engagement, and lead generation for the real estate company.
- Created and managed engaging content calendars, including compelling visuals, informative articles, videos, property listings, and community updates, across various social media platforms.
- Monitored and engaged with the social media community, responding to inquiries, comments, and reviews promptly and professionally.
- Planned and executed targeted social media advertising campaigns to reach potential clients, optimize ad performance, and drive lead generation.
- Conducted regular analysis of social media metrics to measure performance, identify trends, and make data-driven optimizations.
- Collaborated with internal teams, real estate agents, and third-party vendors to ensure consistent brand messaging and seamless integration across marketing channels.
- Collaborated with real estate agencies and property owners to capture high-quality photographs and videos that effectively showcased properties for marketing and sales purposes.
- Utilized advanced photography techniques and equipment to capture interior and exterior shots, highlighting property features and maximizing visual appeal.
- Conducted post-processing tasks, including photo editing and retouching, and video editing to enhance visual quality and ensure consistency with brand guidelines.
- Produced professional property videos, incorporating smooth camera movements, aerial shots (if applicable), and engaging storytelling elements to create compelling visual narratives.
- Web Solution / Website design & development

- Property CRM implementation & Training

AZY PHOTOGRAPHY

(As Founder | Content Creator | Photographer | Videographer | Trainer) **Jan 2008 (Continue)**

- Created captivating visual content, including photographs and videos, for a diverse range of clients (Retail Industry Shoes, Designers, Jewelry, Beauty Industry (Salons), Skin Care, Automotive, Fitness/Gyms, Education (Schools/Colleges, Educational Videos), RealEstate and Events - Corporates & Weddings) , adhering to their specific brand guidelines and objectives.
- Trainer (Photography training to school/college and corporate level)
- Planned and executed photoshoots and video shoots, ensuring efficient use of time and resources while capturing desired visuals.
- Collaborated with clients to understand their vision and requirements, offering creative input and ideas to enhance the final deliverables.
- Conducted pre-production tasks such as location scouting, set preparation, and equipment setup to ensure smooth and efficient shoots.
- Utilized advanced post-processing techniques to edit and retouch photos, ensuring optimal visual quality and adherence to client preferences.
- Edited and assembled video footage, added motion graphics, music, and sound effects to create engaging and impactful videos.
- Managed project timelines, budgets, and resources, maintaining clear communication with clients to provide regular updates and address any concerns.
- Stayed updated with the latest industry trends, techniques, and equipment to continuously enhance skills and deliver cutting-edge visual content.

Portfolio

- 500px.com/azyphotography
- facebook.com/azyfineartwedding
- instagram / azyfineartwedding
- facebook.com/azyphotography

SOCIAL MEDIA & CONTENT GENERATION

As Consultant

2010 (Continue)

Increased Instagram, Twitter, Blog and Facebook engagement and client activity by 75% within the first 90 days of contract

- Employed social media strategies to promote companies' products and services
- Conceptualized, imitated and implemented companies' social media strategy
- Developed brand awareness and composed online content
- Managed Facebook, Twitter, Pintrest and blog accounts
- Designed, created and managed web based ad campaigns
- Analyzed reviewed and reported on promotional campaign effectiveness to maximize results
- Developed and executed SEO and paid search strategy
- WebSite / Landing Pages / Blog
- Content Strategy / Content Generation / Provide Services of Photography & Videos

- Event Management
- Photo | Films | Advertising**
- Creative Photographer / videographer specialized in Portrait , product and events.

Portfolio

- 500px.com/azyphotography
- facebook.com/azyfineartwedding
- facebook.com/azyphotography

Clients

- Health / Skin / Aesthetic Dermatologist
 - Drafsheenbilal.com
 - www.ipalclinic.com
- Beauty Industry
 - irumkhan.com (Irum Khan Salon & Spa)
 - Ambz Salon (Rawalpindi / Islamabad . Jhelum)
 - Fab Salon (Islamabad)
 - Pivot Point Academy
- Education / School / Colleges
 - Cadet College Jhelum
 - Discovery School System
 - Roots Ivy School & College
- Realestate
 - Blueworld
 - AAA Associate
 - Elegant Homes
- Replica Handbags Industry
- Azy Photography / Azyfineartwedding (Rawalpindi/Islamabad)
- Brandcity (Rawalpindi) Social Marketing | Content Generation (Product Photography and Films)
- Atalian Shoes (Rawalpindi) Content Generation (Product Photography and Films)
- Kids & Bigs Garments (Rawalpindi) Content Generation (Product Photography and Films)
- Kohi-e-Noor Jewelers (Islamabad) Content Generation (Product Photography and Films)
- Comfy Shoes (Rawalpindi) Content Generation (Product Photography and Films)
- MultiChoice Shoes (Rawalpindi) Social Marketing | Content Generation (Product Photography and Films)
- Diamond Crown (Islamabad) Content Generation (Product Photography and Films)
- Designers Shoots
- Corporate Shoots

TRAINING:

- ISPR - Photographer Training (2023)
- Batch & One to One level Advance Training at Azy Photography Studio (2010 continue) until now train more than 100 students

- Corporate Trainings (Automotive [Changan | Kia | Suzuki] Islamabad - Products Photography & Videos) 2021 - Train social media team for capturing product & events photography & videography for social media content.
- Summer training at BenchMark School (2017-18)
- One day workshop at Beacon House Rawalpindi (2014)
- Ecommerce - Amazon & Site product photography training to their media team [Needstore, brand city, multichoice and many more]
- Rawalpindi chamber of commerce - Photography Walks / Training - 2018

EDUCATION:

- Project Management Certificate (Quaid-e-Azam University), 2005
- MSc (Software Engineering & Designing), Mohi-ud-din Islamic University (Nerian Sharif) AJK, 2003, Pakistan
- Master in Computer Sciences (Information Technology), 2000, Preston University, Pakistan
- Bachelor in Business Administration, 1998, Allama Iqbal Open University, Pakistan
- Bachelor in Commerce, 1997, Punjab University, Pakistan

CERTIFICATIONS & LICENSES:

- Linkedin Certifications & LICENSES
 - Advertising on youtube, instagram, facebook, twitter
 - Business Innovation & Planning certifications
- IBM Blockchain Essentials (IBM), 2018
- E-Commerce Concepts (Brainbench), 2000, Pakistan