

# SYEDA SABA SHAHEER

Hyderabad, Pakistan • +92 313 3690751 • s.create110@gmail.com

[My LinkedIn](#) | [My Portfolio](#)

---

## SUMMARY

Creative and results-driven Social Media Strategist with over 7 years of experience in crafting and executing innovative social media campaigns. Proven track record of managing countless projects, driving brand awareness, and increasing engagement across multiple platforms. Skilled in content creation, analytics, and team leadership, with a passion for staying ahead of digital trends.

---

## WORK EXPERIENCE

### OutSource Office Staff (ReadyStaffer)

Jan 2023 - Present

- Developed and executed comprehensive social media strategies for diverse clients across industries, including e-commerce, fashion, tech, and non-profits.
- Managed end-to-end social media campaigns, from concept development to performance analysis, ensuring alignment with client goals.
- Collaborated with designers, copywriters, and developers to create visually appealing and engaging content.

### Esol Pk

Mar 2021 - Dec 2022

- Developed and executed comprehensive social media strategies for diverse clients across industries, including e-commerce, fashion, tech, and non-profits.
- Managed paid social media campaigns, optimizing ad spend to achieve a 3x ROI.
- Increased follower engagement by an average of 40% and boosted website traffic by 25% through targeted content and ad campaigns.

---

## EDUCATION

### Master's in Arts and Culture

Sep 2018 - Jan 2021

SZABIST University, Larkana

---

## ADDITIONAL INFORMATION

- **Technical Skills:** Hootsuite, Buffer, Sprout Social, Canva, Adobe Creative Suite, Google Analytics
- **Advertisements:** Facebook Ads Manager, Google Ads, LinkedIn Ads
- **Analytics:** Social Media Insights, Google Data Studio, Tableau.

---

## ACHIEVEMENTS

- Launched a viral TikTok campaign that generated over 1 million views and increased brand awareness by 50%.
- Boosted sales for an e-commerce brand to 40 orders per day by optimizing ad spend and minimizing costs, resulting in a significant increase in ROI.