

Azfar Saleem

Content Writer

A highly organised and efficient Content Writer whose efforts have yielded significant results from tasks at hand. With nearly 6 years of experience in writing persuasive Content Writing I believe I can become a valuable asset to the company I have applied to.

Work Experience

July 2021 -
Present

Digital Marketing Manager @ IKnowMyToys

Managing an effective team of graphic designers, content writers and social media associates I was able to instruct and guide my team towards increasing sales, engagement of customers with social media updates and the reach of their social updates regarding world-renowned toy brands that they provided to customers in Pakistan. With such responsibilities, I got a wholesome perspective into how effective marketing campaigns are made.

April 2021 -
July 2021

Technology Content Strategist @ VIDIZMO LLC

As a Technology Content Strategist, I am expected to conduct heavy research about current trends of Enterprise Video Content Management Systems and write blogs that increase our websites traffic, while providing prospective customers vital information about the different systems of this market and its current news.

September 2017 - Digital Marketing

April 2021

Manager @ IKnowMyToys

Managing an effective team of graphic designers, content writers and social media associates I was able to instruct and guide my team towards increasing sales, engagement of customers with social media updates and the reach of their social updates regarding world-renowned toy brands that they provided to customers in Pakistan. With such responsibilities, I got a wholesome perspective into how effective marketing campaigns are made.

September
2016 -

September
2017

Affiliate Marketing Associate @ Gaditek

Responsible to build strong relationships with gaming influencers who could help promote a product of the company. This product is called "Kill Ping". Excellent writing skills were required for this position, as I was asked to contact such influencers via social media and email often. To persuade them to assist us, which led us to marketing the product effectively.

Personal Data

Name - Azfar Bilal Saleem

Birth - 19th September 1994

City- Karachi, Sindh

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Education

August 2013 -
June 2016

Kingston University
London - BA(Hons.)

Media and Cultural
Studies - Upper
Second Class