

ZAINAB AAMIR

S O C I A L M E D I A M A N A G E R

CONTACT

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SUMMARY

Social Media Manager with with a proven track record of driving engagement and brand visibility. Skilled in creating engaging content, utilizing SEO, and building brand messaging for clients across various industries. Successfully managed social media campaigns for MangoBaaz and Paperazzi Magazine, resulting in increased followers, viral content, and enhanced brand reputation.

SKILLS

PROFESSIONAL

- Instagram; TikTok; Facebook; LinkedIn
- Copywriting, Graphic Design (Canva, Adobe Photoshop), Video Editing (Premiere Pro, Capcut)
- Facebook Business Manager
- Trello; Slack
- Effective verbal and written communication

EDUCATION

LAHORE GARRISON UNIVERSITY

Bs (Hons.) Mass Communication
2019 - 2023

- CGPA: 3.91
- President, LGU Media Club

WORKING EXPERIENCE

SOCIAL MEDIA MANAGER

Split Label | December 2023 - Current

- Curated engaging reels and video content for an Instagram audience of 18,000 followers, driving increased engagement and brand visibility.
- Collaborated with influencers and partners to enhance brand reach and authenticity.

CONTENT CREATOR

MangoBaaz | August 2021 - November 2021

- Enhanced website traffic and engagement through SEO-optimized entertainment blog posts.
- Refined existing content for improved quality and readability.

SOCIAL MEDIA INTERN

Paperazzi Magazine | August 2021 - November 2021

- Crafted compelling social media posts with eye-catching graphics and captions using Canva, effectively engaging the audience.
- Numerous posts went viral, garnering thousands of likes and driving significant traffic to the platform.