



# SHAYAN IRFAN

Social Media Marketing Specialist

## CONTACT

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Faisalabad,Punjab

## EDUCATION

### Matric

Kamil Foundation Secondary High school

### Inter

Punjab Collage

## SKILLS

- E - Commerce Growth
- Social Media Marketing (SMM)
- Pay - Per - Click (PPC)
- Brand Building & Positioning
- Data Analytics
- Digital Marketing
- Content Creation
- Community Management

## LANGUAGE

English (Advanced)  
Urdu (Advanced)  
Punjabi (Advanced)  
German (Basic)

## PROFILE

I am a digital marketing expert with over 3 years of experience in social media strategy, content creation, and targeted advertising across platforms such as Facebook, Instagram, Twitter, and WhatsApp. Proven track record of boosting online engagement and brand visibility for diverse industries, including Real Estate, Crypto, and Forex. Skilled in creating visually compelling content, from logos to photos, that resonates with target audiences and strengthens brand identity.

Bonus Expertise: Proficient in data entry, AI editing, and offering a full-service marketing approach tailored to meet the unique needs of businesses.

## EXPERIENCE

Business Development Internship January 2025 – March 2025

### MEXC (Internship)

- Achieved \$240M+ Trading Volume during the internship.
- Built over 370 EFTT.
- Developed a 300+ Influencer Network.

Marketing Head Oct 2024 – Dec 2024

### Socrates Global

- Directed strategic marketing initiatives, enhancing brand visibility across international markets.
- Optimized campaign performance through data-driven approaches, resulting in measurable ROI.

Social Media Marketing Specialist Aug 2024 – Dec 2024

### Pearl Residencia

- Developed and executed effective social media campaigns, increasing brand awareness and engagement.
- Strengthened online presence, achieving significant growth in follower base.

Digital Marketing Intern

Aug 2023 – Dec 2023

### **SynthX**

- Crafted targeted marketing campaigns, improving website traffic by 30%.
- Designed and published engaging content to boost customer retention and lead generation.

Digital Marketing Manager

January 2022 – July 2023

### **AI Sakeena Collection**

- Directed digital marketing operations, resulting in a 40% increase in online sales.
- Implemented cost-effective advertising strategies to maximize outreach and revenue.

Community Specialist

Aug 2021 – January 2022

### **Glip.gg**

- Managed an online gaming community, increasing user base by over 100,000.
- Executed innovative marketing campaigns tailored for the competitive gaming sector.

Digital Marketing Manager

Feb 2021 – July 2021

### **Tastebuds**

- Improved brand visibility and customer engagement through innovative digital strategies.
- Achieved significant growth in online traffic and client acquisition.

Community Specialist

Nov 2020 – Feb 2021

### **HFC Pak**

- Grew brand community by 40,000 users through targeted engagement strategies.
- Enhanced user interaction through content creation and personalized marketing.

Digital Marketing Manager

March 2019 – Oct 2020

### **Royal Incorporation**

- Spearheaded marketing campaigns, increasing brand profitability by 50%.
- Strengthened client relationships through impactful digital outreach.

## **ADDITIONAL PROJECTS**

- **Local Business Growth:** Successfully led marketing campaigns for restaurants, including Hungers Doner, enhancing local visibility and revenue.
- **Teaching:** Conducted training sessions on digital marketing strategies for aspiring professionals.

## KEY ACHIEVEMENTS

- **HFC Pak:** Grew the app user base to 500,000+ in 4 months.
- **Glip & BTX Battle Extreme:** Achieved 200,000+ app usages in 2 months.
- **Al Sakeena Collection:** Transformed the e-commerce store into a renowned brand.
- **Tastebuds:** Elevated the restaurant to a top 10 ranking in Faisalabad.
- **Dynamic Capital Estate:** Boosted company growth through innovative marketing.
- **MHT Textiles:** Expanded international reach for CNC Wood Router machines.



## REFERENCES

References available upon request