Hanan Asif
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Objective:

To leverage my extensive expertise in social media management, content creation, digital marketing, branding, web development, and analytics to drive brand growth and engagement. By implementing innovative social media strategies, creative storytelling, and data-driven marketing campaigns, I aim to enhance brand visibility, build meaningful connections, and achieve measurable results across all platforms.

Skills:

- Social Media Management
- Content Creation
- Digital Marketing
- Analytics
- Production (Including Shoot and Execution)
- Canva
- Cap Cut
- Content Writing
- Branding
- Time Management
- Web Development
- Web Designing
- SEO
- Content Writer

Profesional Experience:

Social Media Manager:
Self-Managed Own Social Media, Websites | 2017– Present

Social Media Manager at The Lyceum Group: | Still Working

- American Lyceum International School, Pakistan
- American Lyceum International School, Oman
- American Lyceum International Nursery, Muscat
- American Lyceum International School, United States
- British Lyceum International Online School
- Royal Lyceum School of Excellence
- The Brainstormers
- E-School by Eduverse
- Toddlers App
- Sociogenic
- Zaabta Real Estate Consultants
- Khane Makeup

- Facebook: Increased page followers through regular posts, engaging with followers, and running basic ad campaigns.
- Instagram: Grew account followers by posting high-quality photos, stories, and reels, and using relevant hashtags.
- Tik Tok: Created viral content resulting in 100% views and 1M views by leveraging trending sounds and challenges.
- LinkedIn: Developed a professional network of over 98% connections and shared industry-relevant content to enhance personal branding.
- Threads: Engaged with community discussions, creating insightful posts that generated interactions.
- Google Ads: Can run the ad and , achieving good click-through rate CTR..
- Web Development: Designed and developed responsive websites, ensuring a seamless user experience and optimised performance for enhanced engagement and conversions.

Education:

Private Lahore Board
Study Continue

Certifications:

- Foundations of Business Intelligence (Google and Coursera)
- Introduction to Marketing (University of Pennsylvania and Coursera)
- Introduction to Social Media Marketing (Meta and Coursera)
- Foundations of Digital Marketing and E-commerce (Google and Coursera)
- Introduction to Meta (Meta and Coursera)
- Introduction to Database Meta (Meta and Coursera)

Languages:

Urdu, Punjabi and Broken English