Roles, Steps & ResponsibilitiesRoles, Steps & Responsibilities

Title: Team Workflow for Dr. Ashar Personal Brand Channel



🔧 Tidiani – Website Developer

Objective: Build and deploy a functional platform for courses and webinars.

Current Status: 90% done – finalizing payment integration.

Responsibilities:

- Setup Stripe, PayPal, OVO, ShopeePay.
- Host website (e.g., Vercel, Netlify, or VPS).
- Upload backend structure for:
 - Webinars (live & recorded)
 - Paid courses
- Maintenance and bug fixes post-launch.

Steps:

- 1. Finalize integration of 4 payment methods.
- 2. Set up secured authentication for course/webinar access.
- 3. Deploy the site.
- 4. Set up admin dashboard for team upload/monitoring.

🎨 Rashad – Media Designer

Objective: Design all branding and visual assets for Dr. Ashar.

Current Status: Logo completed.

Responsibilities:

- Webinar & course thumbnails/posters.
- Animated logo for video intros/outros.
- Short video edits for TikTok, Reels, YouTube Shorts.
- Coordinate with intern for animations.

Steps:

- 1. Define template style for branding.
- 2. Create thumbnail sets per campaign (Webinar, Courses).
- 3. Animate logo and course promo videos.
- 4. Export in platform-optimized formats.

♠ Aly – Marketing & Communication

Objective: Build Dr. Ashar's online visibility and drive course/webinar sales.

Current Status: Onboarding.

Responsibilities:

- Write and schedule promotional content.
- Manage social accounts (Instagram, TikTok, YouTube).
- Organize launch timeline for each offer.
- Coordinate with intern for research and outreach.

Steps:

- 1. Set up content calendar (weekly posts/stories).
- 2. Define value propositions for Dr. Ashar's brand.
- 3. Partner with Rashad to sync media drops.
- 4. Weekly analytics tracking (followers, reach, clicks).

Interns

Rashad Jr. – Assisting Rashad with animation, light video editing.

Aly Jr. – Assisting Aly with audience research, newsletter & outreach tools.

Workflow Rules:

- Everyone logs weekly tasks and updates by Friday 4PM in the shared sheet: https://docs.google.com/spreadsheets/d/1VTCuNQ95H56blwlq5oEL-QgU6Vh18bn7F1aaHbHYTtM/edit?usp=sharing
- Progress meeting: every Monday 9:30AM (optional suggestion).
- All files (media, marketing, code) should be stored in a central shared Google Drive with folder access here is the link: https://drive.google.com/drive/folders/1r1pyi4zx7CKVJuJ_58wy8jYsV6zvZw_L?usp= drive_link