

ANEEB UR REHMAN

Social Media Marketer & Manager | Graphic Designer

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SUMMARY

I am a social media marketer and manager with strong expertise in graphic design, which serves as a core pillar of my marketing approach.

My expertise lies in creating effective ad campaigns, managing content across all social media platforms, collaborating with design teams to create visually engaging content that enhances brand engagement, posting and scheduling content across all social media platforms, and handling audience interactions by responding to questions, inquiries, and comments to drive results.

EXPERIENCE

Digital Marketing Specialist

ESolutions

10/2023 - 01/2025 Bahawalpur, Pakistan

- Work as a digital Marketer for ESolutions (Pvt.) Ltd
- Assisted in the development and execution of social media campaigns, including content creation, scheduling, and analysis, contributing to a 25% increase in online engagement
- Conducted market research and competitor analysis, providing valuable insights that informed strategic decision-making and contributed to a 15% improvement in campaign effectiveness
- Collaborated with the design team to create visually appealing and cohesive brand materials, resulting in a 20% improvement in brand consistency across various platforms
- Assisted in the development of marketing collateral, such as brochures, flyers, and social media graphics, contributing to increase in user engagement

Social Media Marketing Specialist

Upwork

2021 - 2024

- Worked as a Social Media Marketing Specialist as a freelancer on Upwork within an agency
- Through my experience with the agency, I worked with various clients across different brands and companies
- Worked closely with the agency's design team to create compelling content and utilizing different strategies such as ABO (Ad Set Budget Optimization), CBO (Campaign Budget Optimization), various ad creatives & copies, different audience interests, behaviors and targeting methods to identify the most effective campaign
- Analyzed key performance indicators (KPIs) to determine which ads to scale and which to stop
- Managed content posting and scheduling across multiple social media platforms and handled audience engagement by responding to comments and queries

LANGUAGES

English
Proficient



Urdu
Native



Punjabi
Native



SKILLS

Digital Marketing

Social Media Marketing Reports

Meta Marketing TikTok Marketing

Social Media Manager Management

Web Analytical LinkedIn Marketing

Google Marketing Analytical Skills

Budget Optimization Pay Per Click

Campaign Management Excel

Content Management Ad Creative

Campaign Execution Ad Optimizing

Display Marketing Google Marketing

Key Performance Indicators SEM

Graphic Design

Adobe Photoshop Adobe Illustrator

Adobe Indesign Canva

EXPERIENCE

Graphic Designer

Upwork

📅 2020 - 2022

🔗 Graphic Design Portfolio

- Worked as a Graphic Designer for an agency as a freelancer on Upwork, creating visual content for various clients across different brands and industries
- Collaborated with the agency's marketing team to design engaging and high-quality graphics for social media posts, ad creatives, banners, and other digital assets
- Understanding brand guidelines, conceptualizing creative ideas, and producing visually compelling content that aligned with marketing objectives
- Optimized designs for different platforms, ensuring consistency and effectiveness in brand messaging

Internship

Solexo Energy Private Limited

📅 06/2023 - 08/2023 📍 Bahawalpur, Pakistan

- Social media marketing intern at Solexo Energy (Pvt.) Ltd
- Managed social media handles
- Developed content calendars
- Created engaging content
- Executed marketing campaigns & study their old marketing campaigns
- Analyze results

ACADEMIC EXPERIENCE

Affiliate Marketing Specialist

Amazon

📅 2018 - 2021

- Promote seller's Amazon products on social media
- Give services to Amazon sellers by promoting their Amazon products on social media using different techniques like promo code or sales etc

Problem Analysis Competition

The University of Faisalabad

📅 05/2023 - 06/2023

- Joined a competition of analyzing and solving a case studies and giving proper solution about the problem.

Effective Brainstorming

Altınbaş Üniversitesi

📅 10/2023 - 11/2023

- Teachers divided the whole class into groups and then gave us items to convert into effective entrepreneurial business ideas.

Conducted Market Surveys

Altınbaş Üniversitesi

📅 12/2023 - 01/2024

- Developed and administered surveys to gather insights about consumer preferences and behaviors in Turkey from Turkish fellows.

PASSIONS

✈ Traveling and Culture

Exploring new places and cultures inspires me, broadens my perspective, and helps me connect with diverse traditions and people.

STRENGTHS

★ Effective Communication

Skilled in conveying ideas clearly, listening actively, and ensuring understanding to build strong connections and foster collaboration.

🕒 Time Management

Proven track record of consistently meeting deadlines and optimizing workflow through meticulous planning and prioritization.

CERTIFICATIONS

★ Social Media Marketing

I've successfully completed the HP LIFE online course. By completing this course, I learned new skills including how to use advertising successfully across social platforms, how to create effective social media marketing campaigns, and how to create a targeted social media advert.

★ Introduction to Social Media Marketing

I've successfully completed an online course authorized by Meta and offered through Coursera. By completing this course, I learned new skills including: Understand the landscape of traditional, digital, social media marketing, major social media platforms, how they function, and what role they play in marketing. Create SMART goals and identify KPIs, define your target audience and their customer journey. Choose the right social media platforms and learn how to create social media policies.

EDUCATION

Bachelor of Business Administration

The University of Faisalabad

📅 2020 - 2024 📍 Faisalabad, Pakistan

- Bachelor of Business Administration (Marketing)

GPA

3.45 / 4.0

Bachelor of Business Administration

Altinbas University

📅 09/2023 - 02/2024 📍 Istanbul, Turkey

- (Only 7th Semester in Turkey)

GPA

3.07 / 4.0