

Nadia Syeda

Social Media Content Manager

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SUMMARY

As a highly motivated Social Media Manager with a deep passion for marketing, I specialize in effectively managing social media platforms to create impactful content that aligns with and achieves business objectives. I am committed to delivering tangible results and bring a proactive approach to optimizing online presence. My goal is to contribute to overall business success through strategic marketing initiatives.

EXPERIENCE

Social Media Content Manager

Feb '23 — Present

IR Solutions

Islamabad

As a Social Media Manager, I oversee all aspects of our social media presence. I develop engaging content using strategic marketing approaches to achieve our goals. I manage multiple projects and have a proven track record of successful campaigns on Meta platforms (Facebook, Instagram). By creating well-researched and targeted content, I generate organic traffic and ensure our social media channels are constantly active. I further collaborate with the design team to make sure I get the perfect posts and banners, I engage team members in social media content creation, including videos and podcasts. In addition to these responsibilities, I also play a role in the company's growth by managing events, from planning to execution.

Junior Social Media Manager

Jul '22 — Dec '22

SH Solutions

Islamabad

As a Junior Social Media Manager. I was assisting my senior in developing and executing social media strategies to enhance brand visibility and engagement. Responsibilities include content creation, community management, performance metrics, and staying up-to-date with industry trends to contribute to the overall success of the social media presence.

Editorial Assistant

Jun '20 — Jun '21

The Nation Newspaper

Islamabad (Remote)

As an Editorial Assistant at *Nation Newspaper*, I was responsible for editing and refining news content to ensure accuracy, clarity, and alignment with editorial standards. My role involved conducting in-depth research and fact-checking to verify information, contributing to the production of high-quality, credible, and engaging news articles. I collaborated closely with senior editors and reporters to maintain the newspaper's reputation for reliable journalism and professional integrity.

EDUCATION

Masters in Media Studies , Bahria University

Sep '22 — Oct '24

Islamabad

Bachelor's Degree in Media Studies , National University Of Modern Languages

Sep '19 — Jun '22

Islamabad

CERTIFICATIONS

Google Play Store Listing certificate, Google Play Academy

Complete Digital Marketing Guide, Udemy

PROJECTS

Food Waste Management App Marketing, NUML

Block Chain Dragon Fusion App Marketing , NUML

Google Glasses Marketing Campaign, NUML

Branding Brilliance PR & Advertising Campaign, NUML

SKILLS

Creative & Communication Skills

Content Planning & Strategy

Social Media Management Tools

Analytics & Performance Tracking

Paid Social Ads (Meta Business Suite)

Community & Engagement Skills

Trend & Competitor Analysis