

Warda Tariq

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Portfolio: <https://wardatariq.my.canva.site/myportfolio>

SOCIAL MEDIA MANAGER | CONTENT CREATOR

I specialize in building strong online brand presence, executing impactful campaigns, and driving effective brand strategies. I've collaborated with digital media agencies, non-profits, and channels across Pakistan, the UAE, and the UK, refining my skills in strategic planning, teamwork, and operational efficiency. My proven track record highlights a consistent ability to deliver measurable, high-impact results.

KEY COMPETENCIES

Social Media Management	Audience Engagement	Video Content Editing
Copywriting and Creative Writing	Analytics and Performance Tracking	Trend Analysis and Adaptation
Content Creation and Curation	Graphic Design for Social Media	Multi-Platform Management

PROFESSIONAL EXPERIENCE

Serene Group Dubai (Remote)

Jan 2024 - present

Social Media Manager and Strategist

As a remote Social Media Manager, I achieved 300% LinkedIn follower growth and doubled page views and unique views. I oversee content creation, moderation, and social media for four sister companies, manage web and social content, and lead campaign strategy and the creative process. Additionally, I rebranded all website content for a refreshed online presence.

AAN TV

Sept 2022 - Jan 2024

Social Media Specialist

As a Social Media Specialist for AAN TV's launch, I optimized digital assets and led social strategies. I organically achieved YouTube's Silver and Gold Buttons in 4 and 8 months, grew YouTube to millions, Facebook to 500k+, and Instagram to 50k+.

Media And Communications Officer

Jan 2022 - Aug 2022

Moawin Foundation

As a Media and Communication Officer, I developed the foundation's communication strategy, managed internal and external communications, handled social media, wrote reports, maintained archives, and created content. I also led donor hunting, proposal writing, and served as the foundation's focal point.

EDUCATION & CERTIFICATIONS

Master in Media & Communication

Majors: Advertising and PR
NUML, Islamabad | 3.98/4 CGPA

Bachelors of Commerce

University of Balochistan

SSC & HSSC

Army Public School & College Quetta

CERTIFICATIONS

Fundamentals of Digital Marketing

Google Digital Garage | Credential ID 190062893

YouTube Asset Monetization

Google | Credential ID 136757285

YouTube Content Ownership

Google | Credential ID 274903908

YouTube Search Trends and SEO Strategies

Semrush Academy | Credential ID 4605193ed4