

NAEEM QASIM

Digital Expert (Social Media, Graphics, Video Editing)

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Summary

As a **Digital Expert** with a strong background in **Social Media Management**, **Digital Marketing**, **Graphic Designing**, and **Video Editing**, I bring a comprehensive skill set and a proven track record of success. With expertise in creating engaging social media campaigns, executing effective digital marketing strategies, and producing visually stunning graphic designs and video content, I have consistently delivered impactful results for clients and companies across various industries.

Skills

- Social Media Management
- Digital Marketing
- Search Engine Optimization
- Content Creation
- Graphic Designing
- Video Editing

Education

Intermediate in Commerce:
FBISE, PK – 2019

Work Experience

Social Media Manager – Nov 2023 to Apr 2024

Karobar TV, Islamabad, Pakistan

- Developed platform-specific content strategies that sparked engagement and helped build a loyal online community.
- Oversaw daily operations of social channels, maintaining a consistent and authentic brand voice.
- Produced scroll-stopping content—reels, graphics, captions—that resonated with the target audience.
- Monitored trends, hashtags, and audience behavior to stay ahead of the algorithm and keep content fresh.
- Interacted with followers, managed inboxes, and turned conversations into meaningful brand relationships.
- Partnered with internal teams to align social efforts with product launches, events, and seasonal campaigns.
- Managed paid promotions with a data-driven approach, optimizing performance and ensuring budget efficiency.

Social Media Manager – Apr 2022 to June 2023

The Centrum Media (TCM), Islamabad, Pakistan

- Develop and execute a comprehensive social media content and editorial calendar that aligns with the organization's brand voice and tone, and engages and inform their audience.
- Monitor and report on social media analytics and performance data, using insights to optimize and improve future campaigns and content.
- Develop and manage social media campaigns that meet local and international legal regulatory requirements.
- Responds to comments, messages and reviews on social media in a timely and professional manner.
- Stay up to date with the latest social media trends, tools and technologies, and continuously learn and improve social media skills and knowledge.
- Manage and monitor the company's social media accounts and ensure that all communications are timely, professional and consistent with the company's messaging and brand identity.

Certifications

- Engaging the Niche on Social Media

Work Experience

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Social Media Manager – Sep 2019 to Dec 2022

AVT Channels, Islamabad, Pakistan

- Develop creative and engaging social media strategies
- Manage the day-to-day handling of all social media channels such as Facebook, Instagram, YouTube, Twitter and adapting content to suit different channels.
- Create engaging multimedia content across multiple platforms.
- Oversee, plan and deliver content across different platforms using scheduling tools such as Hootsuite etc.
- Develop, launch and manage new competitions and campaigns.
- Monitor, track and analyze and report on performance on social media platforms using tools such as Google Analytics and Facebook Insights.
- Research and evaluate the latest trends and techniques in order to find new and better ways of measuring social media activity.
- Recommend improvements to increase performance.

Web Editor – Jan 2018 to Jun 2019

Javed CH, Islamabad, Pakistan

- Produce and publish new content in a creative way.
- Oversee layout (Images, Graphics, Videos, Artwork).
- Check content for accuracy.
- Proofread and edit materials.
- Collaborate with professionals (e.g. web designers, marketing executives and photographers) to improve article presentation.
- Comply with copyright and privacy regulation.
- Monitor website's traffic to measure popularity