



Muhammad Humair

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ABOUT ME

Experienced media professional with a Bachelor's degree in Media Studies and over two years of experience in video editing, social media management, and content creation. Proficient in Adobe Suite, Microsoft Office, and e-commerce platforms like Shopify. Strong communication skills, attention to detail, and expertise in podcast production, social media marketing, and YouTube channel management.

WORK EXPERIENCE

 **WHISPERING PINES** – ISLAMABAD, PAKISTAN

CREATIVE MEDIA HEAD – 02/06/2025 – CURRENT

1. Creative Strategy & Vision:

- **Develop and Execute Creative Vision:** Define and articulate the overarching creative vision and strategy for Whispering Pine across all media platforms, ensuring alignment with brand guidelines and business objectives.
- **Trend Analysis & Innovation:** Stay abreast of industry trends, emerging technologies, and competitor activities in creative media, identifying opportunities for innovation and differentiation for Whispering Pine.
- **Brand Guardianship:** Ensure consistent brand messaging, tone, and visual identity across all creative output, safeguarding Whispering Pine's brand integrity.

2. Content Creation & Production Oversight:

- **Lead Content Development:** Oversee the end-to-end creation of high-quality multimedia content, including but not limited to photography, videography, graphic design, animations, and interactive experiences.
- **Direct & Manage Production:** Plan, direct, and manage all stages of creative production, from concept development and storyboarding to shooting, editing, and final delivery.
- **Resource Management:** Efficiently manage creative resources, including in-house teams, freelancers, and external agencies, to ensure projects are delivered on time, within budget, and to the highest standards.
- **Quality Control:** Establish and maintain rigorous quality control standards for all creative assets, ensuring technical excellence and creative impact.

3. Team Leadership & Development:

- **Mentor & Manage Team:** Lead, mentor, and inspire a team of creative professionals (e.g., designers, videographers, photographers, content creators), fostering a collaborative and high-performance environment.
- **Talent Acquisition:** Participate in the recruitment and onboarding of new creative talent, building a strong and diverse team.
- **Performance Management:** Conduct performance reviews, set clear objectives, and provide constructive feedback to team members to support their professional growth.

4. Cross-Functional Collaboration:

- **Stakeholder Liaison:** Collaborate closely with marketing, sales, product development, and other departments to understand their creative needs and translate them into effective media solutions.
- **Project Management:** Work with project managers to define scopes, timelines, and deliverables for creative projects, ensuring smooth workflow and communication.
- **Agency Management:** Manage relationships with external creative agencies and vendors, negotiating contracts and overseeing their output.

5. Performance Measurement & Optimization:

- **Analytics & Reporting:** Work with marketing teams to track and analyze the performance of creative content, using data to inform future strategies and optimizations.
- **A/B Testing:** Implement A/B testing and other methodologies to evaluate the effectiveness of different creative approaches.
- **Budget Management:** Manage the creative media budget, ensuring efficient allocation of funds and demonstrating ROI for creative initiatives.

6. Technical Proficiency:

- **Software & Tools:** Possess strong proficiency in industry-standard creative software (e.g., Adobe Creative Suite: Photoshop, Illustrator, InDesign, Premiere Pro, After Effects) and project management tools.
 - **Technical Specifications:** Understand technical specifications for various media platforms (web, social, print, broadcast) to ensure content is optimized for distribution.
- 1.

ABACUS CONSULTING (JAZZCASH) – ISLAMABAD

SOCIAL MEDIA MODERATOR – 08/10/2024 – CURRENT

1. Manage and moderate all official JazzCash social media platforms (Facebook, Twitter, Instagram, etc.).
2. Respond promptly to customer queries, comments, and direct messages across all channels.
3. Address customer complaints and concerns, ensuring resolution or escalation to the relevant team.
4. Monitor brand mentions and social media activity to maintain a positive brand image.
5. Collaborate with internal teams (customer support, marketing) to ensure consistent communication and query resolution.
6. Ensure adherence to company policies and community guidelines during interactions.
7. Provide insights from customer interactions to improve service and enhance the social media experience.

NSOL BPO – RAWAPLINDI

E-COMMERCE ANALYST (VIDEO EDITOR) – 19/11/2024 – 01/07/2025

1. Edit and enhance client videos for various purposes, including promotional content, tutorials, and advertisements.
2. Specialize in creating engaging reels and short-form content tailored for social media platforms like Facebook, Instagram, and Meta ads.
3. Ensure videos align with the client's brand identity and marketing objectives.
4. Collaborate closely with clients and teams to meet project requirements and deliver high-quality results.
5. Manage end-to-end video production, including scripting (if required), editing, and post-production tasks like colour correction, sound design, and animation.
6. Optimize video content for maximum performance on e-commerce and social media platforms.
7. Stay updated on trends and best practices in video editing and digital marketing.

YARDS & HECTARES – ISLAMABAD, PAKISTAN

MEDIA MANAGER/VIDEO EDITOR – 15/11/2023 – 30/07/2024

Responsibilities:

1. Managed the company's media department, overseeing all visual content creation.
2. I Edited promotional videos, client presentations, and digital content.
3. I Handled the **YouTube channel**, including setting up podcasts (set design, lighting, and direction) and editing the episodes.
4. Created and published engaging reels for social media platforms, boosting online visibility.
5. Coordinated media strategies, working with different departments to ensure brand consistency across channels

Skills Gained:

- YouTube channel management.
- podcast production (set design, lighting, direction)
- video editing.
- content strategy.
- Media management.

FREELANCE – ISLAMABAD, PAKISTAN

SOCIAL MEDIA MANAGER – 02/09/2023 – 25/02/2024

Responsibilities:

1. Managed and maintained e-commerce websites using Shopify.
2. Created and ran paid advertisement campaigns on Meta (Facebook)(Instagram).
3. Increased website traffic and sales through targeted ads and optimization.
4. Analyzed performance metrics to adjust strategies for better ROI

Skills Gained:

- Social media marketing
- Meta Ads, Shopify
- e-commerce management
- performance analysis.

PAKISTAN CHILDREN RELIEF (NGO) – ISLAMABAD, PAKISTAN

Responsibilities:

- 1. Edited videos for various campaigns aimed at children’s welfare and education.
- 2. I Collaborated with the media team to create compelling visual content.
- 3. I Ensured high-quality post-production editing using Adobe Premiere and After Effects.
- 4. Delivered videos for social media and other digital platforms to increase engagement

Skills Gained:

- 1. Video editing
- 2. creation, teamwork
- 3. post-production

EDUCATION AND TRAINING

15/01/2020 – 15/07/2024 islamabad, Pakistan
BACHELOR IN MEDIA STUDIES Iqra university

Website <https://iuisl.iqra.edu.pk/> | Level in EQF EQF level 6

LANGUAGE SKILLS

Mother tongue(s): URDU

Other language(s):

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
ENGLISH	B1	B2	B2	A2	B2

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

SKILLS

B2B & B2C Sales Presentations | Negotiation & Deal Closing | Sales Strategy & Business Development | Event Sales & Corporate Partnerships | Digital & Social Media Marketing

Digital Media & Content Creation

Video Editors (Video maker) | Podcast production | social media content creation | Adobe (Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe Premiere, Adobe Audition)

Social Media & E-Commerce Management

Social media markering | E-Commerce Management | Social Media including Facebook , WhatsApp and Twitter

Office & Productivity Tools:

Google Suite (Doc, Slides, Form, Sheet, Drive) | Microsoft Office package: Microsoft Word, Excel, PowerPoint, Access

Communication & Teamwork

Team-work oriented | Good listener and communicator | active listener

PROJECTS

26/01/2020 – 15/06/2024
University Projects

Role:

- Director
- Editor
- Actor
- Production Assistant

Responsibilities:

- Directed and edited short films and documentaries as part of the coursework.

- Took on roles in acting and production, handling casting and crew management.
- Worked with a team to produce creative video content, developing strong collaborative and leadership skills

Skills Gained:

- Directing,
- Editing
- Acting
- Production
- Project management