



Irfan Amin

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Address: Islamabad, Pakistan (Work)

WORK EXPERIENCE

10/10/2024 – CURRENT Islamabad, Pakistan

SOCIAL MEDIA OFFICER PAKISTAN SOFTWARE EXPORT BOARD

Sector: **Government**

Reporting to Director Media, Research & Publications

Responsibilities:

1. Social Media Management: Manage Social Media Platforms of Pakistan Software Export Board and Tech Destination Pakistan.
2. Digital Marketing: Marketing campaigns on Digital Platforms i.e Facebook, LinkedIn and Instagram.
3. Email Marketing: News Letter circulations
4. Content Creation: Create engaging Video and Graphics content for Social media.
5. Social Media Performance Reporting
6. Google Analytics Reporting
7. Photography

International Events Campaigns Completed:

1. LEAP Riyadh 2025 (Saudi Arabia)
2. GITEX Global 2024 (Dubai)
3. Web Summit Doha 2025 (Qatar)
4. AI Everything Global 2025 (Dubai)
5. Pakistan at Davos 2024 (Davos Switzerland)
6. BlackHat 2024 (Saudi Arabia)
7. Tech Crunch 2024 (United States)
8. Web Summit Lisbon (Portugal)

Domestic Events Campaigns:

1. Digital Nation Pakistan
2. Pakistan TravelMart

Domain

Information Technology (Government Level)

22/01/2024 Rawalpindi, Pakistan

SOCIAL MEDIA MANAGER BARANI INSTITUTE OF INFORMATION TECHNOLOGY, RAWALPINDI

Reports to Deputy Director

Responsibilities:

1. Digital Media Management: Manage Digital Platforms of BIIT and Northern University.
2. Digital Marketing: Run Marketing campaigns on Digital Platforms i.e Meta Ads, Google Ads etc
3. Content Writing: Content writing for Social media posts
4. Content Creation: Create engaging Video and Graphics content for Social media.
5. Photography and Videography

Current Projects:

1. Barani Institute of information Technology, Rawalpindi: Social Media Management and Marketing for BIIT.
2. Northern University, Nowshera: Social Media Management and Marketing for Northern University, Nowshera

Domain

Education (University Level)

10/11/2022 – 20/01/2024 Islamabad, Pakistan

SOCIAL MEDIA & ECOMMERCE MANAGER SALON DESIGNERS, PAKISTAN

Reports to: Director

Responsibilities:

1. Responsible for Online Sales, increased monthly sales to 100%.
2. Public Engagement via WhatsApp, Telephone, and Social Media. Succeeded in gaining Customers trust, retention, satisfaction.
3. Call and verify online orders and contact details of customers and sent confirmed genuine orders which significantly decreased Return orders, shipping costs and product damages.
4. Oversee all Dispatches, print relevant documents, ensure proper packing and dispatch to right address, which helped to gain customers satisfaction and trust on online shopping.
5. Website Management & Social Media Management; managed frontend and backend of website, and succeeded to provide easy and smooth navigation for visitors.
6. Newsletter and Promotional Messages; Succeeded in spreading awareness about the brand via Email newsletters and promotional messages, ultimately increasing sales.
7. Monthly Reporting on progress on tasks; making sure the high authority is aware of the tasks and their results.

8. Price management and data entry on website and other online platforms.
9. Coordination with Internal & External Teams; Coordinated on tasks with internal team to complete things on time as a result succeeded in increasing online sales, and brand awareness 3x times.
10. Managed Daraz Shop.

Domain

Health & Beauty

03/02/2020 – 30/11/2021 Islamabad, Pakistan

DIGITAL MEDIA EXECUTIVE SMARTX DIGITAL

Reports to MD

1. Social Media Management & Marketing; responsible for managing social media accounts of different clients and also responsible to run marketing campaigns on social media platforms.
2. Clients Coordination; responsible to coordinate with clients to discuss ongoing projects.
3. Supervising team; supervised and guided team about the projects progress and goal.
4. Managed up to 16 different client's social media accounts.
5. Video Editing & Graphics Designing: Basic level graphic designing and video editing for Social media post.
6. Content writing for Social Media posts (Captions and text for graphics and videos)

Domains

1. Education: University and School level
2. Politics: Ministers and Member National Assembly
3. Business: Real Estate, Restaurants, and Doctors.
4. Web Channels

15/04/2020 – 29/11/2020

CONTENT EDITOR/WRITER SUCH TV

Reports to Manager/Head of Department**Responsibilities:**

1. Copy writing; News copy writing for SUCH TV's official website, both English and Urdu.
2. Social Media Handling: Handled official social media accounts SUCH TV on all platforms i.e Facebook, Twitter, and YouTube.
3. Website Management: Managed both Urdu and English website of such TV.
4. Video Editing: Basic level Video Editing for Social Media channels.
5. Graphic Designing: Basic level graphic designing for social media post and thumbnails.

Domain:

News and Politics

Note: Worked with SUCH TV in two tenures 1) Feb 14, 2018 to Sept 20, 2018 and 2) April 16 2020 to Nov 30 2020.

EDUCATION AND TRAINING

06/09/2015 – 27/08/2019 Islamabad, Pakistan

BS HONS. INTERNATIONAL RELATIONS National University of Modern Languages (NUML), Islamabad

Address 44000, Islamabad, Pakistan | **Website** www.numl.edu.pk

DIGITAL SKILLS

Digital Skills

Microsoft Office package: Microsoft Word, Excel, PowerPoint, Access | Facebook and LinkedIn Business | Content editing tools (Canva; Adobe Premiere Pro) | Social Media Management - Social Media Ads | Photography (professional) | Web and newsletter CSM including Wordpress, Joomla, Mailchimp, Wix