



ZAINAB WAHEED

SOCIAL MEDIA DESIGNER | CONTENT CREATOR

Work Experience

➤ Visual Designer

Freelance Jan 2026 - Present

- Designed social media posts and visual content to support marketing campaigns and enhance brand presence.
- Created engaging video profiles and promotional content for organizations to improve digital storytelling and audience engagement.
- Developed creative visual assets and multimedia content for social media platforms, ensuring consistency with brand identity and communication goals.

➤ Internee

Inter Services Public Relations July 2025 - Aug 2025

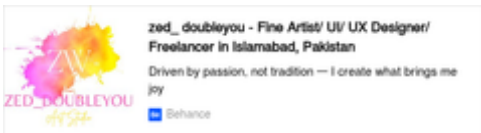
- AI-Generated Song Creation: Composed and produced an original song using AI tools, voluntarily presented to ISPR.
- Short Film Production: Collaboratively created and edited a short film, showcasing skills in storytelling, teamwork, and post-production.
- Contributed to creative media initiatives by developing concepts, managing production elements, and supporting content creation from idea to final output.

➤ Project Coordinator

Mopogo Technologies Nov 2024 - Mar 2025

- Coordinated project activities, schedules, documentation, and communication between teams, stakeholders, and management.
- Assisted project managers in planning workflows, tracking milestones, and ensuring timely completion of deliverables.
- Managed project records, reports, meeting documentation, and progress updates to support smooth operations.
- Monitored project requirements and supported quality assurance processes through testing, analysis, and issue identification.
- Prepared test documentation, reported defects, and collaborated with teams to improve project quality and efficiency.
- Assisted in resolving operational challenges, coordinating solutions, and escalating critical issues when required.
- Created and managed social media content, including visual posts and digital assets, to support organizational communication.

Portfolio



Contact Info

- ☎ +92 330 212 1804
- ✉ zainabwaheed0498@gmail.com
- 🏠 Islamabad, Pakistan

Profile

Enthusiastic and self-motivated professional with a strong work ethic, adaptable and eager to learn. Skilled in both independent and team-based work, able to perform under pressure and meet deadlines.

Skills

- Visual Design
- Social media Management
- Content Creation
- Video Editing
- Project Coordination

Education History

➤ Masters in Media Studies Feb 2023 - July 2025

Riphah International University

➤ Bachelor in Fine Arts Oct 2017 - Sep 2021

Fatima Jinnah Women University

↪ **Media Director**
AMBLEM School System May 2024 - Dec 2024

- Social Media Management: Managed platforms to ensure consistent branding and increased audience engagement.
- Content Creation: Produced creative and targeted content, enhancing audience interaction.
- Event Coverage: Captured and shared live updates using engaging formats to boost event visibility.
- Design & Editing: Designed social media posts and edited videos using tools like Adobe Premiere Pro, and Canva, aligning with trends and brand identity.

↪ **Visual Designer**
Select Homes Marketing Aug 2023 - Aug 2024

- Social Media Post Design: Created visually engaging posts tailored to platform-specific audiences and brand guidelines.

↪ **Internee**
GTV Jan 2024 - Mar 2024

- Drafted news reports and articles on current affairs.
- Assisted in news research, editing, and content verification.
- Contributed to timely content publication.

↪ **Marketing Intern**
Ufone 4G Mar 2022 - Jun 2022

- Creative Design Collaboration: Collaborated with a creative agency to deliver impactful design solutions.
- Social Media Design Review: Checked and ensured designs for social media platforms aligned with brand standards.
- Wireframe Creation: Created wireframes to guide the design of intuitive and user-friendly website layouts.
- Website Layout Review: Assessed website layouts and recommended improvements to enhance user experience and functionality.

↪ **Fine Artist**
Pehchaan Clinic Sep 2021 - Nov 2021

- Wall Décor: Designed and executed customized wall art to enhance interior aesthetics for various spaces.
- Paintings: Created original artworks using traditional and contemporary painting techniques for exhibitions and commissions.

↪ **Internship Trainee**
Digital marvels Sep 2020 - Oct 2020

- Performed accurate data entry and database management by organizing, updating, and maintaining records to ensure data accuracy, accessibility, and efficient workflow.
 - Conducted research and analyzed relevant information to support upcoming projects, assisting teams with accurate insights and project-related documentation.
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