

MUHAMMAD MOAZ

MARKETING EXECUTIVE || DIGITAL MARKETING MANAGER || BUSINESS DEVELOPER || PUBLIC RELATIONS || SALES EXECUTIVE

CONTACT

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Karachi, Pakistan

SKILLS

- Canva
- Microsoft Skills
- Time Management
- Teamwork
- Communication
- Lead Generation
- Sales Management
- Presentation
- Campaign Creation
- Customer Service
- Networking & Communication
- Targeting, Positioning, Segmentation
- Content Writing

EDUCATION

- MATRICULATION

The Metropolitan Academy

2007 - 2017

- INTERMEDIATE

Commecs College

2017 - 2019

- BACHELORS

Iqra University

2020 - Present

LANGUAGES

Urdu 

English 

PROFILE

A Marketing enthusiast with more than one year experience in Marketing and Management. Seeking to explore more professional experience through working in organizations and widening horizons. A goal oriented and people oriented individual with attention to detail and capability to adapt cooperate environment. An experienced Sales Executive with an extensive understanding of generating B2C sales for the fashion and apparel sectors. Extensive history of exceeding and redefining the company's sales goals.

WORK EXPERIENCE

PHOTOGRAPHER & EDITOR

MAAZ BIN JABAL PHOTOGRAPHY 2015 - 2021

- Storyboarding the content
- Script writing and copywriting
- Execute video shoots with visual team
- Set design, lighting, and sound
- Manage the post-production process including sound mixing, thumbnails and overall video editing

DIGITAL CONTENT CREATOR

YOUTUBE - FREELANCE 2018 - Present

- Storyboarding the content
- Script writing and copywriting
- Execute video shoots with visual team
- Set design, lighting, and sound
- Manage the post-production process including sound mixing, thumbnails and overall video editing

SOCIAL MEDIA MARKETING

FOTOGEN - FREELANCE 2018 - Present

- Developing and implementing Social Media Strategies that align with the business
- Managing and updating Social Media Accounts, to maintain a consistent brand image
- Conducting Social Media Analytics and tracking performance metrics to measure the effectiveness of Social Media Campaigns
- Managing Social Media Advertising Campaigns, including Targeting, Budgeting, and reporting on results
- Responding to Social Media inquiries and comments in a timely and professional manner, provide customer support as needed
- Create and curate engaging content, including text, images, videos, and other types of Content, by utilizing various tools and softwares

TEAM MANAGER

RED VIKINGS E-SPORTS TEAM - FREELANCE 2020 - Present

- Create social media post design concept, campaign strategy, including player development, team strategy, and competition management
- Coordinate with team members.
- Develop and maintain relationships with sponsors, partners, and other stakeholders in the E-Sports industry

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SKILLS

- Public Speaking
- Customer Service
- Planning
- Organizing
- Financial Management
- Presentation Skills
- Computer Hardware Skills
- Quality Assurance
- Team Building
- Social Media Management
- Training & Development
- Inventory Management
- Video Editing
- Picture Editing
- Emotional Intelligence
- Budgeting
- Innovation
- Event Planning
- Website Front-End Management

PROJECTS

EXECUTIVE CHEF

SHAMAZ

PROCUREMENT MANAGER

WALLEFYE

BUSINESS DEVELOPER

ADORN

TECHNICAL HEAD

GADGETS DUO

WORK EXPERIENCE

CREATIVE HEAD

FLANTE

2021 - Present

- Handling Sales inquiries Online, in person and via phone calls
- Manage on going relationships with clients and vendors, including handling, complaints resolutions
- Support the development and execution of marketing campaigns, including email marketing, social media, advertising, and events through Meta Tool
- Manage social media channels, including creating and curating content, monitoring performance, and engaging with followers
- Manage brand's inventory including admin, marketing, and product stock
- Analyze and report on sales and marketing performance metrics, providing insights and recommendations for improvement

PRE SALES EXECUTIVE

IOT SYSTEMS PRIVATE LIMITED - HYBRID

2021 - 2022

- Handling its branding, funnel building, client acquisition, retention, and process creation.
- Create an audit report with each month's results and progress to the areas of opportunities for clients
- Create proposals and quotes that meet customer requirements and are aligned with company goals
- Manage and update customer data and records in the CRM system
- Manage and update the company's data and records
- Manage Inventory and perform all data entries related to inventory, and frieght and duty.

SOCIAL MEDIA EXECUTIVE

IOT SYSTEMS PRIVATE LIMITED - HYBRID

2022 - 2023

- Create the campaigns to generate maximum brand awareness, engagement, traffic, lead, reach, and conversion while managing the socials for the clients
- Create out-of-the-box ideas for branding, campaigns for day to day to day activities, and pertinent metrics
- Worked on concepts like brand campaign ideas, brand identity formulation, generic post ideas, and engaging concepts
- Monitor and respond to comments, messages, and mentions on social media platforms.
- Stay current with the latest social media trends, tools, and best practices to continually optimize the company's social media strategy.
- Create and maintain a social media content calendar to plan and organize content posting schedules.
- Maintain a consistent brand voice and visual identity across all social media platforms.
- Use social media analytics tools to track the performance of social media campaigns.
- Schedule and publish content on social media channels, ensuring consistent posting and branding.

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HOBBIES

- Gaming
- Writing
- Travelling
- Shopping
- Football
- Cricket
- Swimming
- Collecting Things

AWARDS

COMMECS COLLEGE

BEST PHOTOGRAPHER OF THE YEAR

2017 - 2018

COMMECS COLLEGE

BEST PHOTOGRAPHER OF THE YEAR

2018 - 2019

COMMECS COLLEGE

BEST M.U.N. MEDIA PERSON

2018 - 2019

COMMECS COLLEGE

BEST M.U.N. TEAM LEADER

2018 - 2019

CERTIFICATES

PRO PROFS

HUMAN RESOURCE MANAGEMENT & THEORY

NESTLÉ YEP ACADEMY

ENTREPRENEURSHIP TRAINING

META

INTRODUCTION TO SOCIAL MEDIA MARKETING

META

SOCIAL MEDIA MANAGEMENT

BUSINESS DEVELOPMENT EXECUTIVE

IOT SYSTEMS PRIVATE LIMITED - FULL TIME

2023 - Present

- Identifying and prospecting potential clients or business opportunities.
- Building and maintaining relationships with clients, partners, and stakeholders.
- Creating and delivering sales presentations to clients.
- Negotiating and closing deals or contracts.
- Collaborating with marketing teams to develop promotional materials.
- Attending industry events (GITEX, ITCN, INTERSEC) and networking to expand business connections.
- Analyzing and reporting on sales and business development metrics.
- Providing input to product or service development based on market feedback.
- Managing client accounts and ensuring customer satisfaction.
- Working closely with cross-functional teams, including marketing, finance, and operations.
- Creating engaging and visually appealing social media posts.
- Developing content calendars and scheduling posts.
- Generating multimedia content, including images, videos, and graphics.
- Manage Social Media Accounts including (Instagram, Facebook, LinkedIn)
- Perform Email Marketing to generate more leads.
- Tracking project progress.
- Reporting on project status.
- Documenting project processes.
- Meeting facilitation and coordination.

SALES EXECUTIVE

GCS PRIVATE LIMITED

2022 - 2023

- Documentation of BOQs, POs, and Tender Documents
- Creating Leads with the Clients
- Managing on going relationships with clients
- Generating new Leads with existing Clients
- Documentation of Tender
- Documentation of Business & Technical Proposals

SKILL SET EXPERIENCE

- **SOCIAL MEDIA MANAGEMENT** 6+ Years
- **CONTENT CREATION** 8+ Years
- **CONTENT WRITING** 5+ Years
- **TEAM LEADERSHIP** 7+ Years
- **CUSTOMER SERVICE** 8+ Years
- **VIDEO EDITOR** 5+ Years
- **SOCIAL MEDIA ADVERTISEMENT** 4+ Years
- **PROJECT MANAGEMET** 4+ Years
- **SALES MANAGEMET** 4+ Years
- **WEBSITE FRONT-END DEVELOPER** 4+ Years