

Cover Letter

Full name: Muhammad Mudassar Janjua

Residence: Dubai, UAE

Email: Info.mudassar@gmail.com

Call/WhatsApp: +971 56 146 5110

Dear Employer,

I am Mudassar Janjua from Dubai, Pakistani National. I am looking for a job opportunity **full-time** in your company.

I am excited to express my interest in the "**Social Media Specialist**" position.

I am utilizing my 10+ years of progressive experience in the "Digital Marketing and Web & Graphic Design industry".

My competencies include the following:

- Digital content creator (for website, social media channels - design monthly content calendar, design social media strategy & creatives, videos (shorts, reels etc), photoshoot, buyer persona, swot analysis, market research, reporting and analysis etc.)
- Social media platform (Facebook, LinkedIn, Instagram, TikTok, X, Snapchat, Pinterest & YouTube)
- Graphic designs (print media - flyer, brochure, branding, stationary, standee, etc.)
- UI designer (web layout & app designs)
- Digital marketing (SEO, keyword research, website audit, marketing research, buyer persona, etc - All paid and organic methods)
- Reporting (Google analytics, google search console, SE Ranking, Serpple)
- Email marketing (sender.net)
- Photography and Videography
- Software (Canva Pro, adobe photoshop, illustrator, premier pro, InDesign, MS Office, screaming frog, Buffer & Sprout Social etc.)

I am thrilled about the opportunity to bring my expertise to your team and contribute to your continued success.

I am attaching my resume for your consideration. My all-portfolio links and other relative experience are available in my CV.

Thank you for your time and consideration.

Sincerely,

M. Mudassar Janjua

M. Mudassar Janjua

Social Media Specialist & Graphic Designer

Residence: **Dubai**, Contact: **0561465110**, Nationality: **Pakistani**

I've been in social media marketing since 2020, and I'm eager to contribute my expertise to a reputable organization in a role that challenges and excites me. In my experience, I've excelled in developing and executing social media strategies aimed at boosting brand awareness, engagement, and lead generation. I have a proven ability to create engaging content for diverse platforms such as [Facebook](#), [LinkedIn](#), [Instagram](#), [TikTok](#), [X](#), [Snapchat](#), [Pinterest](#) & [YouTube](#). Timely post scheduling, active channel monitoring, and prompt response to comments and messages are integral to my approach. Moreover, I have a knack for analyzing social media performance to derive insights for optimization.

In addition, I can create creatives for both social media, websites and print media, a skill I've honed throughout my career. I'm also good at generating creative campaign ideas, collaborating with the marketing team, staying updated on trends, and researching audience preferences and market trends. My strong communication and teamwork skills help align social media efforts with marketing goals.



0561465110



info.mudassar@gmail.com



<https://www.behance.net/mudassarjanjua>

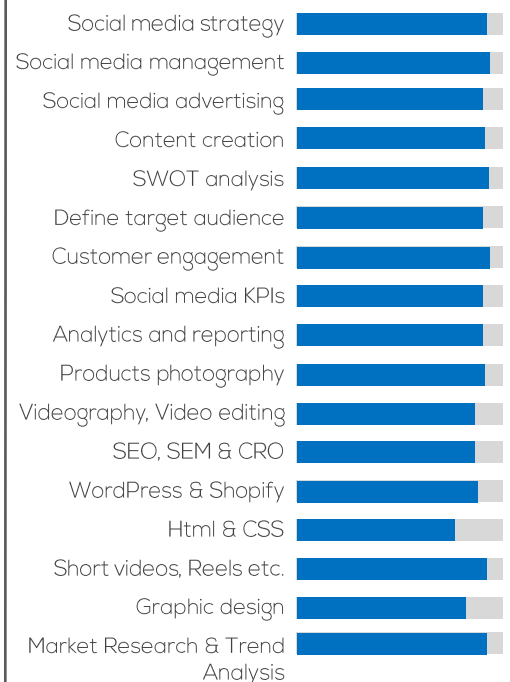


<https://www.linkedin.com/in/mudassar-janjua/>

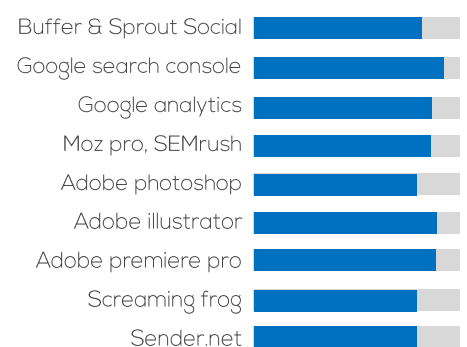
EMPLOYMENT

- | | |
|--|--|
| 2022 – 2023
Pakistan | Asia Insurance - Mobile: (+92) 311 111 2742
Social Media Specialist & Content Creator
+ Manage & oversee Social Media Content
+ Design Social Media Campaign for Brand awareness
+ Formulate Digital Marketing Strategy
+ Collaborate with Marketing, Sales and Product Development teams to improve sales
+ Work on Email lead generation for collecting customer leads through an email opt-in form
+ Responsible to Develop and Implement Social Media Strategy to increase online presence
+ Publish Blogs, Newsletters, Web content
+ Develop KPIs – Metrics Measurement |
| 2013 – 2022
IN House
Digital Marketer, Pakistan | ISA UK Export Limited - Mobile: +44 7545 045745
Digital Marketing Manager & Graphic Designer
+ Managing and maintaining the website and includes SEO optimization (WordPress & Shopify Store)
+ Evaluating important metrics that affect the website traffic and website experience.
+ Manage social media channels (create monthly content calendar, design creatives, copywriting)
+ Graphic designs (leaflet, brochures, all print media) |
| 2012 – 2013
Saudia | Haji Husein Alireza & Co. Ltd (KSA)
Web & Graphic Designer
Web design & Social Media Designs, WordPress – CMS, HTML with CSS, Website Updating, Maintenance on a daily basis. |
| 2011 – 2012
Saudia | Fujisignage Ltd (KSA)
Creative Graphic Designer – Location (KSA)
Conceptual Artwork, Catalogues, Flyers, Poster, Brochures, Corporate Branding, Advertising Design Signage Designs. Illustrator/Vector artwork. |
| 2008 – 2011
Pakistan | iDeaz9 (Pakistan)
Creative Artist/Graphic Designer
Manager, innovator, problem solver, talented 2D designer for web and print media. |
| 2007 – 2008
Pakistan | Freelancer.com
Web & Graphic Designer
Designed corporate branding and identity for diverse products, Created wireframes, mock-ups, and artwork for various CMSs. |

WORKABLE EXPERIENCE



PROFICIENT TOOLS



M. Mudassar Janjua

Social Media Specialist & Graphic Designer

Residence: [Dubai](#), Contact: [0561465110](#), Nationality: [Pakistani](#)
Passport # [AF8786162](#) | Gender: [Male \(Married\)](#)

EDUCATION

B.A. Degree

[Allama Iqbal Open University](#)
Dept. of Bachelors in Arts.

Intermediate/A-Level

[Board of Intermediate & Secondary Education Lahore PK](#)
Lahore Board

Matriculation/O-Level (Science)

[Govt. Pilot High Secondary School Lahore PK](#)
Lahore Board

PERSONAL INFORMATION

Full name: [Muhammad Mudassar Janjua](#)

Father name: [Muhammad Shakeel Janjua](#)

Address: [Al Rigga St, Dubai, UAE](#)

Nationality: [Pakistani](#)

Passport #: [AF8786162](#)

Date of birth: [10/03/1982](#)

Gender: [Male \(Married\)](#)

GRAPHIC DESIGN PORTFOLIO URLS

Shutterstock, Inc.

<https://www.shutterstock.com/g/ideaznine>

Adobe

<https://stock.adobe.com/contributor/209949475/mudassar>

Pngtree

https://pngtree.com/ideaznine_26937229

Vectorstock

https://www.vectorstock.com/royalty-free-vectors/vectors-by_ideaznine

Behance Portfolio

<https://www.behance.net/mudassarjanjua>

CERTIFICATION

All attached see bottom of this docs

[Social Media Marketing: Strategy and Optimization](#)

[Google Digital](#)

[Technical SEO - LinkedIn](#)

[SEO: Optimize Your Social](#)

[Marketing Foundations: Ecommerce Media Profiles - LinkedIn](#)

[Learning Local SEO - LinkedIn](#)

[SEO: Competitive Analysis - LinkedIn](#)

[SEO: Ecommerce Strategies - LinkedIn](#)

[SEO: Keyword Strategy - LinkedIn](#)

DIPLOMA COURSES

Office Management

[Windows 10 Pro, Windows 2000, Windows 7, Office 2000, Office 2013, Office 2019.](#)

Diploma in software Engineering - 6 Month TEVTA

[Adobe Photoshop - Image Editing and Processing.](#)
[Adobe Illustrator - Vectorial graphic, print & marketing.](#)
[Adobe Dreamweaver, Visual Studio-HTML, PHP, CSS](#)

GRAPHIC DESIGN TOOLS SPECIALIST

[Adobe Photoshop, Adobe Illustrator, Adobe Premier Pro, Adobe InDesign, Canva Pro, Wondershare Filmora and many others...](#)

ONLINE MARKETING PORTFOLIO & REPORTS

Asia Insurance LTD SMM Content Calendar 2023

<https://bit.ly/3Q9eazb>

Asia Insurance SMM Analytics Q1 Report 2023 {100% Organic Campaigns}

<https://bit.ly/48K3VIU>

LinkedIn Analytics {100% Organic Campaigns}

[By June 23, 2023 - Sep 20, 2023](#)

<https://bit.ly/3PRdsoK>

LinkedIn Certifications (SMM & SEO)

<https://bit.ly/46BJH2r>

[I Delivered Digital Channels SMM, SEO Reports & Presentation about to All Asia Insurance Branches Nationwide on Zoom](#)

<https://bit.ly/3ZS6ogu>