

M. Mudassar Janjua

Social Media Specialist, Web & Graphic Designer

Residence: Lahore, Contact: 03224141153

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.



+923224141153



info.mudassar@gmail.com



www.mudassarjanjua.com

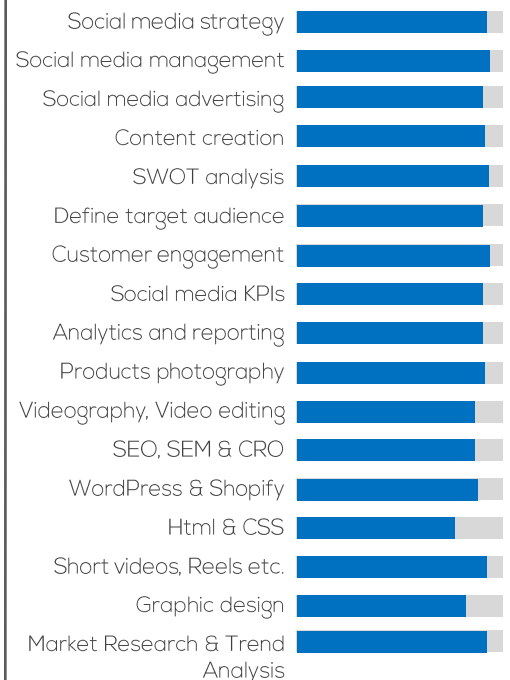


<https://www.linkedin.com/in/mudassar-janjua/>

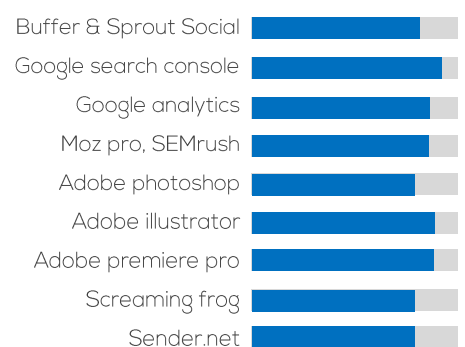
EMPLOYMENT

- | | |
|--|---|
| <p>2022 – 2023
Pakistan</p> | <p>Asia Insurance - Mobile: (+92) 311 111 2742
Social Media Specialist & Content Creator</p> <ul style="list-style-type: none"> + 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 |
| <p>2013 – 2022
IN House
Digital Marketer,
Pakistan</p> | <p>ISA UK Export Limited - Mobile: +44 7545 045745
Marketing Manager, Web & Graphic Designer</p> <ul style="list-style-type: none"> + 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) |
| <p>2012 – 2013
Saudia</p> | <p>Haji Husein Alireza & Co. Ltd (KSA)
Web & Graphic Designer</p> <p>Web design & Social Media Designs, WordPress – CMS, HTML with CSS, Website Updating, Maintenance on a daily basis.</p> |
| <p>2011 – 2012
Saudia</p> | <p>Fujisignage Ltd (KSA)
Creative Graphic Designer – Location (KSA)</p> <p>Conceptual Artwork, Catalogues, Flyers, Poster, Brochures, Corporate Branding, Advertising Design Signage Designs. Illustrator/Vector artwork.</p> |
| <p>2008 – 2011
Pakistan</p> | <p>iDeaz9 (Pakistan)
Creative Artist/Graphic Designer</p> <p>Manager, innovator, problem solver, talented 2D designer for web and print media.</p> |
| <p>2007 – 2008
Pakistan</p> | <p>Freelancer.com
Web & Graphic Designer</p> <p>Designed corporate branding and identity for diverse products, Created wireframes, mock-ups, and artwork for various CMSs.</p> |

WORKABLE EXPERIENCE



PROFICIENT TOOLS



M. Mudassar Janjua

Social Media Specialist, Web & Graphic Designer

Residence: Lahore, Contact: 03224141153, Website: www.mudassarjanjua.com

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>