

DAWAR AAMIR

📁 SOCIAL MEDIA MANAGER 📍 NEW YORK, NY ☎ 4436558382

CONTACT

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SKILLS

Adobe Creative Suite

Microsoft 365

Content Research & Development

Social Media Management

Photography/Videography

Graphic Design

Business Development Strategies

Creative Problem Solving

Organizational Skills

Ability to Multitask

Ability to Work Under Pressure

Leadership

CERTIFICATIONS

Hootsuite Platform Certification

Content Marketing Certified

Inbound Marketing Certified

Social Media Certified

The Fundamentals of Digital Marketing

Google Ads Search Certification

Google Analytics Individual Qualification

Twitter Flight School Video Badge

Languages

English

Urdu



PROFILE

Innovative and motivated Social Media Expert with vast experience creating content and managing the online presence of companies and brands. Bringing forth experience developing and managing trend-aware social media accounts on various platforms, resulting in an active community of followers. Adept in building engaging campaigns for users that result in higher visitor traffic patterns and greater success.



EMPLOYMENT HISTORY

Marketing Coordinator at Thomas

December 2019 – Present

- Manage all social media accounts: LinkedIn, Twitter, Instagram, and YouTube
- Create social media graphics for daily postings, website, commercials, and ads Plan
- Execute initiatives to reach the target audience through appropriate channels (SEM, SEO, Facebook, Instagram, YouTube, Digital Display Ads, LinkedIn, etc.)
- Increasing social media following and newsletter clicks
- Prepare proposal materials by gathering, formatting and proofreading information from project managers, engineers, planners and sub-consultants
- Daily research of open bids/projects for the company to pursue
- Assist in the strategy of website redesign and maintained current company website
- Conduct research on potential clients, analyze competitive landscape, market trends and customer behavior and preparing reports by collecting, summarizing and analyzing data
- Supporting the Marketing Director in establishing and evaluating a marketing strategy and plan by analyzing and assembling sales forecasts, updating calendars and organizing and planning promotional presentations

Marketing Associate at Niche Marketing

September 2017 – October 2018

- Researched and analyzed competitors marketing tactics and data
- Developed brand and content strategy
- Researched partnership and B2B growth opportunities
- Assisted in the creation of email campaigns, social media campaigns, etc.
- Created content marketing assets and managed inbound marketing campaigns
- Built and managed SEM and digital / PPC advertising campaigns
- Prepared the necessary marketing materials for campaigns
- Developed a social media strategy to increase the CTR of the company website
- Created email and automated drip marketing infrastructure
- Worked with development and design team in creating marketing collateral



INTERNSHIPS

Social Media Specialist at Alif Theory

November 2015 – January 2016

- Worked with the marketing team to help strategize and execute promotional materials, product launches, and social media contests, including paid and organic posts
- Responsible for comment moderation, audience interactions, and diffusing any online issues
- Evaluated Twitter and Instagram Analytics to further build engagement with fans and followers
- Researched and implemented market trends
- Shot and edited both photo and video content for online use
- Managed social media accounts and created daily posts
- Built successful social media accounts for company's online businesses that increased followers by 50%
- Successfully developed advertising campaigns for Instagram and Facebook that increased audience reach by 150%

Copywriter at Dadtrid Design

June 2015 – September 2015

- Integral part of brainstorming to create ideas for ad campaigns, including slogans and visual works
- Created multimedia presentations for the company and its clientele
- Content development for websites, writing/editing for print and digital ads
- Proofread digital/print content, press check, including brochures, newsletters, product releases, and other promotional pieces
- Provided support for Blog and social media content



EDUCATION

Bachelor of Science: Mass Communications

Towson University