

20	5	100+	3
Daily Posts / Platform	Major Platforms Managed	Total Daily Posts Scheduled	Active Flagship Accounts

PROFESSIONAL SUMMARY

Dedicated and high-output Social Media Manager currently driving content operations at **We Are Creative**. Specialized in managing high-cadence daily pipelines across 5 major platforms (Instagram, Facebook, LinkedIn, TikTok, YouTube). Proven expertise in scheduling and publishing **100+ daily posts**, combining Canva Pro design, viral hook scripting, AI caption generation, Buffer automation, and Meta Business Suite analytics.

EXPERIENCE & MANAGED ACCOUNTS

Social Media Manager — *We Are Creative (Digital Agency)*

Present

- **Techy Globe (@techy.globe)**: Lead daily content calendar, curated tech reels, AI tool roundups, gadget reviews, and real-time community engagement.
- **Pakistan Currently (@pakistancurrently)**: Curate, design, and broadcast viral cultural news, trending stories, and high-retention community reels.
- **Peoples Magazine (LinkedIn)**: Orchestrate corporate page cadence, B2B thought leadership articles, and professional brand authority.
- **High-Volume Publishing Pipeline**: Architect and run an agile publishing queue scheduling 20 daily posts per platform across Instagram, Facebook, LinkedIn, TikTok, and YouTube Shorts.

DAILY OPERATIONAL WORKFLOW

- **1. Topic Planning & Sourcing**: Map out tailored daily content agendas across Instagram, Facebook, LinkedIn, TikTok, and YouTube 24h in advance.
- **2. Creative Asset Production**: Build eye-catching visual creatives in Canva Pro, craft high-CTR hooks, write AI-assisted copy, and optimize formats per platform.
- **3. Scheduling & Performance Optimization**: Automate 100+ daily posts via Buffer and Meta Business Suite, timing publications to peak regional reach hours.

CORE SKILLS & PLATFORM EXPERTISE

Target Platforms:

Instagram, Facebook, LinkedIn, TikTok, YouTube Shorts

Tools & Software:

Meta Business Suite, Buffer, Canva Pro, AI Caption Writing, Premiere / CapCut, Google Workspace

Key Competencies:

Content Calendars, Viral Hooks, Community Engagement, Video Scripting, High-Volume Multi-Platform Publishing

EDUCATION

Doctor of Pharmacy (Pharm D)

3rd Professional Year Passed (Degree in Progress)

Akhtar Saeed College of Pharmaceutical Sciences