

# MUHAMMAD HARIS QAMAR

MARKETING | SOCIAL MEDIA MANAGEMENT

## PROFILE SUMMARY

A passionate marketing graduate with a strong affinity for digital marketing, advertising, campaigns and a creative mindset. Seeking new opportunities in the field of marketing.

## CONTACT

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Lahore, Pakistan



LinkedIn



## EDUCATION

### ADVERTISING 101

LUMS - CES  
2023

### BBA (MARKETING)

COMSATS LAHORE  
2019 - 2023

## SKILLS

- Social Media Management
- Content Calendars
- Freelance Media coverage; Photography, Videography
- Content Writing; Copywriting, Creative Writing, Screenplays, Story Plays, Report Formulation, Script Writing
- Editing; Filmora, Lightroom, InShot, CapCut
- Notion

## PROJECTS

- Formation of Company at SECP - DEMO (Corporate Law)
- Research on adverse effects of online education due to COVID-19
- Marketing mix of OLPER'S (Marketing Management)
- 7Ps of Call Courier (Service Marketing)
- Photographer - ISEM 2023
- The importance of SWOT Analysis (Strategic Management)

## WORK EXPERIENCE

### JR. ACCOUNT MANAGER | CREATIVE MANAGER

2023

#### CHECKMATE DE STUDIO

(July - September)

- Creating content calendars for the clients
- Giving creative inputs for upcoming events
- Creating pitches and strategies for clients

**NOTABLE CLIENTS:** *Soul Fest, Nayab - The Movie, Luxus Hunza, Al Nasser*

### CREATIVE ASSOCIATE

2023

#### BRAVE GYM

(February - August)

- Pitching creative ideas for the marketing of the organization
- Creating posters and other promotional material
- Developing strategies to attract new people to the organization

### ADMIN | SOCIAL MEDIA MANAGER

2023

#### PAKISTAN MMA FEDERATION

(February - August)

- Editing videos for the Instagram page of the organization
- Keeping fighter details and data analyzing
- Creating and delivering the promotional material to the sponsors

### MARKETING / HR INTERN

2022

#### MENU FOODS | SEASONS GROUP OF COMPANIES

(July - August)

- Entering data for employees of multiple regions
- Filing and book-keeping
- Boxing up and securing the data
- Conducting initial interviews for the HR Manager
- Coming up with creative ideas
- Attending meetings with the marketing agency
- Dispatching of promotional material
- Visiting the TPRs, LMTs, IMTs and reviewing promotional material

## CERTIFICATES

- Foundations of Digital Marketing & E-commerce - Google (Coursera), 2024
- Advertising - LUMS CES. 2023
- SPID/PIXTERS Collaboration - UET, 2020
- Organizer, Sports Competition - COMSATS, 2018
- International Kangaroo Linguistic Contest (IKLC) - 6th Position Provincially
- Wafaq (Hafiz-e-Qur'an) 95/100 - 2011