

SYED MUHAMMAD RAYYAN

COPYWRITER | SOCIAL MEDIA MANAGER
PHOTOGRAPHER | VIDEOGRAPHER



Male



December 29, 2000



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Dubai, UAE

SKILLS

- Strong Communication Skills
- Fluency in English
- Social Media Management
- Computer Skills
- Microsoft Skills
- Professional Photography
- Professional Videography
- Professional Video Editing

EXPERTISE

- Adobe Lightroom
- Adobe Premier Pro
- Filmora
- Camtasia
- Microsoft Word - Excel - Powerpoint
- Windows 8 - 10 - 11

EXPERIENCE

2018 - 2022

Sphink Co. | Lahore, Pakistan

Marketing Manager | Graphic Designer

Write and upload advertising posts via Pinterest, Twitter.

Analyze current and past data.

Look at recent traffic performance and identify trends.

Prepare reports on the above information and communicate the insights of these reports to the broader business.

Consult with the management team to develop long-term plans.

Suggest designs and improvements based on the above information.

2022 - 2023

Asplo Tech | Lahore, Pakistan

Social Media Assistant

Managing hundreds of different accounts on different social media platforms.

Working on Analytics of each account.

Generating traffic through each account.

Showcasing other brands using Social Media.

Prepare reports on the above information and communicate the insights of these reports to the broader business.

Consult with the management team to develop long-term plans.

2023 - Till Date

Freelancer

Social Media Manager

Managing Social Media accounts to showcase different brands.

Communicating with various clients and providing them specific products according to their needs.

Generating traffic for different clients.

Showcasing brands of different clients (Shareably, Twenty Two Words, Boredpanda)

Multiple account handling at a time.

EDUCATION

Bachelor of Arts - 2023

- JOURNALISM
1st Division

- INTERNATIONAL RELATIONS
1st Division

ACTIVITIES

Indoor

- Social Media Influencer
- Photo/Video Editing
- Gaming / Streaming

Outdoor

- Driving
- Football
- Gym