



## **MOHAMMAD TALAL TAHIR**

### **Communications Specialist**

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Multifaceted communications specialist helping clients effectively communicate both internally and externally. Committed to maintaining open communications with staff members and superiors in an ongoing effort to increase the effectiveness of communications and address weaknesses. Dedicated to utilizing knowledge of social media communications to manage online impressions and produce relevant content.

## **PROFESSIONAL EXPERIENCE**

### **Collector House DXB**

#### **Shop Manager 2024 to Present**

- Source and purchase antiques for resale, ensuring their authenticity and market value
- Collaborate with auction houses, estate sales, and private collectors to acquire new and rare pieces.
- Conduct detailed research and appraisals to establish and update pricing for inventory.
- Maintain a prestigious showroom and online presence to showcase and market available antiques
- Network and build relationships with potential buyers, institutions, and other professionals in the industry.

### **Burj Khalifa (AT THE TOP)**

#### **Operations Assistant 2023-2024**

- Made sure that everyone comes to Burj Khalifa should have a great visit.
- Greeted all the tourists and guests in a courteous and professional manner.
- Managed average of 11,000 tourists per day with my team and the management.
- Handled maximum of 15,000 visitors per day at the peak season with my team.
- Made reservations for AT THE TOP over the phone and in person.
- Answered queries regarding AT THE TOP on all the levels, VIP LOUNGES, ARMANI HOTEL, FOUNTAIN DANCE, and LAKE RIDES.
- Made sure that all the tourists know about the ongoing promotions and special deals.

- Served customers with the special need and made sure that they have a convenient tour of the tower.
- Worked overtime specially in the peak season taking on additional tasks during high volume periods.
- Helped tourists with the virtual reality sections, so they can enjoy the VR Sequences totally.
- Dealt with more than 82 Nationalities and found different ways to let them understand the instructions.

## **Volga Tigris DXB**

### **Senior Content Writer 2022-2023**

- Develop original content for digital platforms, including website pages, blog posts, articles, social media posts, and email campaigns
- Research and fact-check information related to content topics
- Optimize content for SEO, using appropriate keywords and metadata
- Develop content calendars and editorial plans for upcoming projects
- Review quality of existing content, making changes or suggestions as needed
- Brainstorm ideas for new content
- Create content briefs for partners, clients, and internal teams
- Develop content style guides and standards, ensuring continuous brand consistency
- Analyse brand/industry trends and align content strategy accordingly
- Monitor analytics of published content, making adjustments as needed
- Collaborate with teams such as marketing, sales, and design to ensure content is aligned with overall strategic objectives

## **Mad Max Digital Marketing Agency**

### **Co-Founder, Content Writer and Social Media Marketing Head 2019-2022**

- Mad Max is a USA based Digital Marketing Agency situated in Pakistan.
- Being a Co-founder, I have also worked as a Content Writer and have completed more than 100 SEO based articles for company's primary product which was "Perfumes".
- Also, delivered content for websites that includes landing pages, about us pages, service, or product descriptions, FAQs, and brand stories.
- In addition, I have written content for Facebook ads (daily posts), Live TV streaming and Food Delivery App as well.
- As social media manager, I have managed all the social media work of the company (On-Site) and for Robin Pest Control Dubai (Remotely).
- My duties included manage and oversee social media content, measure the success of every social media campaign.
- Stay up to date with the latest social media best practices and technologies.
- Researching new concepts and ideas and proposing them to my team.
- Communicate with industry professionals and influencers via social media And in-person.

## **Skills and Specifications**

- Success-driven, independent worker
- Public Relation
- Community Relationship Building
- Customer Service and Satisfaction
- Presentation and Negotiation
- Conflict Resolution

- Project Management
- Time Management
- Collaboration
- Ability to Observe Issues and Suggest Innovative Solutions.
- Brand Management and Launching, Marketing Planning, Competitive Strategies, Merchandising.
- Promotional Activity Campaigns.
- Excellent Interpersonal and Communication Skills-Verbal and Written.
- Ability to Ask for Help and Guidance When Needed.
- Customer service-Oriented
- Accountable for following through on commitments.
- Problem-solving skills.
- Motivated learner with a desire to advance.

## Interests

- Writing
- Travelling
- Gaming
- Football
- Music
- Gym

## ACADEMIC EDUCATION

### BS (Honours) Media and Communications

University of Management & Science (2018)

#### Majors:

- Film and Television
- Journalism
- Radio Communication
- Content Writing
- International Relations
- Content Creation (Videos/Audios)
- Media Marketing and Management
- Advertising and PR

#### Languages:

- English: Read/Write/Speak
- Urdu: Read/Write/Speak
- Hindi: Speak
- Punjabi: Read/Write/Speak

## PERSONAL INFORMATION

**Nationality:** Pakistani

**Date of Birth:** 5/01/1994

**Marital Status:** Single

**Visa Status:** Valid till Sept 2025