

MUHAMMAD BILAL

SOCIAL MEDIA MARKETING | SOCIAL MEDIA MANAGEMENT

CAREER OBJECTIVE

I love to put all my creative thoughts into making creative content for **marketing**. I have done a **master's** in **Physics** which has given me the skill to take a well research-based approach. After completing my degree, I started working as a **Physics teacher** in private institutions. I love to be working on the **computer analyzing** and creating something **beneficial**. So, I have done my **Social Media Marketing** course from **Nayasekho** and additional skills which I was learning along the way, the skill of creating social media content on **Canva**, and video editing for creating ads. I want to be helping brands in their digital marketing and help the industry create and implement various strategies to scale. I am passionate about helping businesses achieve their marketing goals, and take pride in working collaboratively with clients to develop tailored solutions that meet their specific needs. Whether it's building brand awareness, increasing website traffic, or driving conversions, I am committed to delivering measurable results that exceed expectations.

PROFESSIONAL EXPERIENCE

Social Media Marketing

electricalhub.online, Australia

April 2023–Present

- Created social media strategies to increase sales and brand awareness across multiple platforms
- Engaged with and responded to online audiences through relevant comments
- Developed and implemented strategic social media marketing plans
- Developed content for blog posts, landing pages, and social media platforms to further marketing endeavors
- Directed social media and digital marketing strategy and initiatives to promote brand building, guest retention, and revenue-focused activities
- Assigned, supervised, and reviewed activities of public relations staff
- Managed team personnel, budget, and schedule to handle demanding PR requirements
- Identified target audience and developed optimized communication plans to engage and interest individuals.

Physics Teacher

Superior College Okara, Pakistan

Sep2021–April 2023

CONTACT

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EDUCATION

Nayasekho

Social Media Marketing

Government College University

Faisalabad

Msc PHYSICS

Languages

English

Fluent

RELEVANT SKILLS

- Social Media Marketing
- Social Media Manager
- Virtual Assistance
- Organic & Paid Advertising
- Profile Optimization
- Social Listening

- Pursued professional training to sharpen leadership and management skills.
- Demonstrated Physics concepts and practicals to reinforce learning.
- Planned and delivered course content to meet curriculum requirements.
- Coached Physics students to improve comprehension and academic results.
- Identified below-target learners and tailored revision sessions to help students reach target grades.
- Worked with communities to correct behavior and maximize student learning.
- Motivated students to pursue and achieve personal goals.
- Prepared students for exams by issuing Physics assessments and quizzes.