

MUDASSIR ALI SABIR

Social Media Marketing Strategist & Instructor

mudassir@visecho.com | +92 310 6070 579 | linkedin.com/in/mudassiralisabir

SUMMARY

Social Media & Email Marketing Executive and Instructor with 4+ years growing B2B and B2C brands through content strategy and full-funnel automation. I handle ICP research, SMART goal setting, and content creation across Instagram, LinkedIn, Facebook, and TikTok, plus Meta Ads (awareness, leads, sales, hiring), DM automation, LinkedIn outreach, and CRM email flows. Alongside this, I train others in social media marketing strategy focused on turning engagement into actual pipeline, not just vanity metrics.

WORK EXPERIENCE

Social Media Marketing Instructor - Itians Solution - 2 sessions

- Designed and delivered training sessions on social media marketing fundamentals and strategy
- Taught ICP identification, SWOT analysis, and SMART goal setting for content planning
- Covered platform-specific strategies for Instagram, Facebook, LinkedIn, and TikTok
- Trained learners on content creation using Canva and CapCut
- Introduced Meta Ads concepts including awareness, lead generation, and sales campaigns
- Explained DM automation and LinkedIn outreach techniques for pipeline growth
- Guided learners on tracking KPIs such as engagement, CTR, open rates, and reach

Social Media & Email Marketing Manager - Danish Sheikh Realtor

- Set up and optimized Instagram, Facebook, LinkedIn, and TikTok profiles with brand-aligned content
- Defined ICP, SMART goals, and content strategy through SWOT analysis
- Managed Meta Ads for awareness, leads, sales, and hiring
- Automated DMs and LinkedIn outreach to grow engagement and pipeline
- Built CRM-based email automation to support lead conversion
- Tracked KPIs including engagement, CTR, open rates, and reach

Social Media Manager | Al Sami Creations

- Launched and optimized new social media profiles, establishing a strong multi-platform brand presence
- Conducted competitor analysis, SWOT, and USP definition to guide content and positioning
- Planned and executed professional photo/video shoots and high-performing reels
- Built marketing funnels for awareness, engagement, and sales for traditional and ceremonial clothing
- Managed Meta Ads campaigns for brand growth and conversions
- Negotiated and managed brand collaborations, increasing reach and revenue opportunities
- Maintained consistent posting, scheduling, and audience engagement across platforms

Social Media Manager | JKD Solutions

- Planned and executed Meta Ads recruitment campaigns, generating 500+ interviews and 37 successful hires
- Built and managed monthly content calendars across Instagram, Facebook, and LinkedIn
- Handled DMs, comments, and inbox communication to improve response time and engagement
- Managed community interaction and brand voice consistency across platforms
- Tracked campaign performance and optimized ads and content based on KPIs and insights

EDUCATION	Bachelor of Business Analytics 2025 - 2027 Virtual University Pakistan	
	BSc. Hons (Medical lab technology) 2021 - 2025 University of Health Sciences Pakistan	
CERTIFICATE	Foundations of Digital Marketing and E-commerce Google	
	Social Media Management certification Semrush	Advertising with Meta Meta
	Email Marketing Google	Social Media Marketing HubSpot
TOOLS	• Analytics: Meta Ads Manager, Meta Business Suite, Semrush • Design & Video: Canva, Adobe Illustrator, CapCut • CRM & Email Automation: Follow Up Boss, ManyChat, Mailchimp • Linkedin Outreach & Data: Apollo.io • AI Tools: ChatGPT, Gemini, Claude ai	
CORE SKILLS	• ICP setup & audience research • SWOT & competitive analysis • Social media profile setup & optimization • SMART goal setting & monthly planning • Content planning & social media calendars • Content creation (static, reels, short-form video) • Analytics & KPI reporting (engagement, reach, CTR, conversions) • Meta Ads management (awareness, leads, sales, hiring) • DM strategy & automation (ManyChat) • LinkedIn outreach & B2B lead generation • CRM automation & email marketing workflows	
SOFT SKILLS	• Strategic thinking & problem-solving • Clear communication (written & verbal) • Time management & task prioritization • Adaptability to trends & fast-changing platforms • Collaboration with teams & stakeholders • Client handling & expectation management • Attention to detail & consistency	
LANGUAGE	English Proficient	Urdu Native