



LIYA NAZEER

Social Media Manager



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Al Nahda 2, Dubai, UAE

ABOUT ME

Social Media Manager with 5+ years of experience crafting high-impact strategies across Instagram, Facebook, TikTok, LinkedIn, and Twitter/X. Adept at boosting engagement, growing followers, and converting insights into actionable campaigns. Skilled in content creation, influencer partnerships, analytics, and community management.

Passionate about leveraging trends to enhance brand visibility and drive lead generation.

EDUCATION

2015 - 2019	GARRISON UNIVERSITY OF LAHORE - BACHELOR OF COMPUTER SCIENCE
2013 - 2015	B.I.S.E LAHORE - I.C.S (SCIENCE)
2011 - 2013	B.I.S.E LAHORE - MATRIC (SCIENCE)

WORK EXPERIENCE

Present	SAHIL AL BAHAR (LADIES SALON) Social Media Marketing Manager <ul style="list-style-type: none">Oversee daily salon operations, ensuring exceptional client service and smooth workflow.Manage staff schedules, attendance, and performance evaluations.Supervise recruitment, training, and coordination of beauticians and front-desk staff.Handle client appointments, bookings, and service quality management.Monitor stock, order beauty products, and maintain vendor relations.Design and schedule engaging posts across Meta, Instagram, and TikTok to boost visibility.Run targeted ad campaigns to optimize reach and conversions.Organize promotional offers, contests, and events to enhance engagement.Maintain Excel sheets for staff attendance and client records.
2024	HALLA HAFSA BEAUTY SALON Social Media Marketing Manager <ul style="list-style-type: none">Launched ads across Facebook, Instagram, and TikTok; designed platform- specific content CreatorAnalysis of Meta ResultA\B Testing AdsRecruited and trained beauticians; managed team workflows via ZOHO CRM.Updated client data and streamlined appointment systems.Designing post in Canva Pro & Capcut for Videos & Images

Jan -Jul 2024	TIMEX DOCUMENTS CLEARANCE SERVICES <u>SocialMedia Marketer &IT</u> <ul style="list-style-type: none">• Built and managed the company’s social media presence from scratch, curating• platform-specific content.• Implemented a consistent posting schedule, improving brand visibility and audience• retention.• Analyzed engagement metrics (e.g., reach, CTR, conversions) to refine strategies and• report insights.• Fostered community growth by actively engaging with followers and addressing• feedback.	
2021 - 2023	ESTATE PLANNERS <u>SalesExecutive &Social Media Marketer</u> <ul style="list-style-type: none">• Managed social platforms, resolved client queries,and compiled performance reports.• Design the post share with other team members• Refine the leads and share with Tell sales Teams• Boost the social Pages• Design Campaigns	
2020 - 2021	WEB HOSTECH <u>Social Media Marketing Assistant</u> <ul style="list-style-type: none">• Launched ads across Facebook, Instagram, and TikTok; designed platform- specific• content.• Analysis of Meta Result• A\B Testing Ads Recruited and trained beauticians; managed team workflows via• ZOHO CRM.• Updated client data and streamlined appointment systems.	
Jul - Sept 2019	INTERNSHIP (Admin) <u>Forman Christian College & University</u> <ul style="list-style-type: none">• Data entry & filling• Register new students• Data record maintanened	<u>Transparent Hands</u> <ul style="list-style-type: none">• Creating Video, Editing and Subtitling• Youtube Channel Managing

SKILLS

- Social Media Strategy & Campaign Management
 - Content Creation (Graphics, Video, Copywriting)
 - Platform Expertise: Instagram, Facebook, Tiktok, Linked In
 - Basic IT Management & CRM System
- Analytic Tools: Meta Business Suite, Google Analytics, Hootsuite
 - Community Engagement & Customer Relationship Management
 - Paid Advertising
 - Language : English, Urdu, & Hindi

KEYS IMPROVEMENTS

- Communication skills with customers
 - Positive attitude
 - Team Leadership
- More work, more focus
 - Work in pressure
 - Hard working to achieve next stage