

BORN

September 12, 1998
Lahore



@talhashah-dm

MY INFO

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📍 Gulburg II, main market
Lahore.

EDUCATION

BCS - Computer Science

Sep - 2018 -- Mar - 2020

University of Management
Technology

SKILLS

PROFESSIONAL

Team Management

Problem Solving

Decision Making

Effective Communication

Team Collaboration

TECHNICAL

Graphic Designing

Social Media Marketing

Web Development

E-Commerce Setup

Google Adwords

UI/UX Designing

Content Creation

Branded Post Creatives

LANGUAGE

- Urdu
- English
- Punjabi

SYED TALHA SHAH

Digital Marketing Expert

PROFESSIONAL SUMMARY

A highly skilled and motivated Digital Marketer with over five years of experience in social media management, content creation, and campaign development. Proven ability to enhance brand visibility, generate leads, and achieve company goals through strategic planning and creative execution.

WORK EXPERIENCE

Digital Marketing Expert | 06/2024 - 05/2025

Calipackz / Cloud Wholesale

Developed visually compelling content and executed strategic marketing campaigns across digital platforms. Managed brand identities while creating multimedia assets that optimized social presence and drove audience growth. Collaborated with cross-functional teams to align creative vision with business goals, ensuring brand consistency. Refined data-driven strategies to maximize engagement and deliver measurable results.

Digital Marketing Expert | 12/2022 - 05/2024

DEVWHISPERS

At DevWhisper, I worked as an Expert Digital Marketing Executive, where I created most implemented digital marketing strategies tailored to each client. I managed social media campaigns, optimized ads, and boosted brand visibility across various platforms. I also analyzed data to improve engagement and conversions, helping our clients grow. Even with tight deadlines, I consistently delivered strong results that made a real impact.

- Consistently delivered results that helped clients grow.
- Quickly adapted to new trends and changes in the digital space.
- Always focused on meeting goals and going beyond expectations..

Senior Social Media Manager | 02/2022 - 11/2022

PIXEL WEB

At Pixel Web, I worked as a Social Media Manager, where I handled the planning and execution of social media campaigns across various platforms. I focused on creating engaging content and building a strong online presence for our clients. My role involved monitoring performance matters and adjusting strategies to boost engagement and conversions. I successfully grew our clients' follower base and increased brand awareness through targeted efforts.

- Ran social media campaigns that really improved client engagement.
- Developed content strategies that help grow followers & boost brand.
- Used data to fine-tune campaigns and increase conversions.

WORK EXPERIENCE

Social Media Manager | 04/2021 - 08/2021

PNY ADVERTISING

As a Junior Social Media Manager and Graphic Designer at PNY Advertising, I helped create eye-catching content for different social media platforms. I worked on campaigns that matched client goals while keeping everything on brand. I also teamed up with my colleagues to brainstorm creative ideas and design graphics for promotions. This role really helped me sharpen my design skills and get a better grasp of what makes social media marketing effective.

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FREELANCING

As a skilled web designer, I've successfully completed projects like **Dahabfoods, Stylish Grove, Holiday Educationals, Digitech Ways, Zawiya Interiors, Dewnhispers** and many more. I specialize in creating user-friendly, visually appealing websites that enhance engagement and functionality.

As a social media manager, I've helped both local and international clients by creating strategies, crafting engaging content, and managing their online presence. My work has boosted their brand visibility, increased engagement, and generated more leads across different industries.

MY ACHIEVEMENTS

Increased Client Engagement.

Developed and executed a comprehensive social media strategy that resulted in a 40% increase in client engagement across various platforms.

Enhanced Brand Visibility

Implemented targeted digital marketing campaigns that improved brand visibility for multiple clients, leading to a 30% rise in website traffic within three months.

Achieved Significant ROI

Managed PPC campaigns that delivered an average return on investment (ROI) of 150%, optimizing ad performance and driving conversions for client projects.

MY RESPONSIBILITIES

Collaborate with Team

Work closely with cross-functional teams, including designers, content creators, and developers, to deliver cohesive marketing efforts.

Understand Company Goals and Objectives

Ensure a deep understanding of the company's vision and goals to align marketing strategies with business objectives.

Develop and Execute Strategies

Create, implement, and manage effective digital marketing campaigns to drive traffic, engagement, and conversions..

WHY SHOULD HIRE ME ?

You should hire me because I bring a unique blend of creativity and strategic thinking that can elevate your brand to new heights. With a proven track record of driving engagement and results, I'm not just about number, I'm passionate about telling compelling stories that resonate with your audience. I thrive in collaborative environments, where my positive attitude and teamwork can shine. Let's work together to turn your vision into reality and make a lasting impact!