



# USAMA ARSHAD

Social Media Manager

## CONTACT

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Street No. 05, Bhatta  
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## EDUCATION

### Graduation

University of Punjab

2020-2024

### Intermediate

University of Gujrat

2015-2017

### Matriculation

Govt. High School

2013-2015

## SKILLS

Web Designing

Web Development

Graphic Designing

SEO

Video Editing

Online Marketing

## WORK EXPERIENCE

### SOCIAL MEDIA MANAGER

#### ASIF TRADRES - TYRES & ALLOY RIMS

As a Social Media Manager, my role involves content creation, editing, and posting on various platforms. I also handle SEO optimization and manage ad campaigns to boost our online presence and engagement. This dynamic position demands a blend of creativity, technical proficiency, and a keen understanding of the evolving digital landscape.

### YOUTUBE CHANNEL MANAGEMENT

#### INFO FLOW STUDIO

I was responsible for editing videos for a YouTube channel, handling the uploading process, and performing basic SEO tasks. Additionally, I designed captivating thumbnails to increase click-through rates and engagement. This role allowed me to blend video editing expertise with content optimization strategies, contributing to the channel's overall success.

### WEB DESIGNING & DEVELOPMENT

#### FREELANCING

I'm a full-stack developer specializing in web design and development for local clients, offering end-to-end solutions. This includes creating visually appealing websites, handling backend development, and managing hosting and domains. My holistic approach ensures a streamlined experience for clients while meeting their unique online presence needs.

### VIDEO EDITING & GRAPHICS DESIGNING

#### UPWORK

I'm a freelance graphic designer who primarily operates on Upwork. My work revolves around creating graphics such as carousels, ad posts, banners, and thumbnails for clients. Additionally, I handle video editing tasks to enhance content for YouTube channels, providing comprehensive visual solutions for my clients' digital needs.

## CERTIFICATIONS

### Adobe Premiere Pro

LinkedIn Learning

**Skills Covered:** Adobe Premiere Pro, Social Media Content Creation

**Certificate ID:** bc0be1db925e60353874b1fab05c602ab57e106a22328661652193f100c190ee