

Muhammad Ishfaq

Social Media Manager



Personal Info

ishfaqch@live.com
03008282024
Post Office Khas Thathi Sameja
20-10-1987
Married
Pakistani

Languages

English Very Good
Urdu Native Speaker
Punjabi Native Speaker

Skills

Customer Service Representatives
Customer Service
Payroll Management
Microsoft Office
Microsoft Outlook
Microsoft Excel
Enterprise Resource Planning (ERP)

Summary

HR & Digital Marketing Specialist – Driving Talent & Business Growth
I am a results-driven HR & Digital Marketing professional specializing in talent acquisition, employee engagement, lead generation, and email marketing.

HR Expertise:
✕ Talent Acquisition & Recruitment
✕ Employee Engagement & Training
✕ HR Operations & Payroll Management
✕ Performance Management & Compliance
Digital Marketing Expertise:
✕ Lead Generation & Email Marketing
✕ Content Outreach & Strategic Partnerships
✕ Data Entry, administrative support, Virtual Jobs
By combining HR strategies with digital outreach, I help businesses attract top talent and generate high-quality leads. Let’s connect!

EXPERIENCES

Jan 2025 - Social Media Management
Agburuike Hotels, Lodhran

As the Social Media Manager at Agburuike Hotels, I oversee and manage the hotel's digital presence across multiple platforms, including Facebook, Instagram, LinkedIn, and email marketing campaigns. My role focuses on enhancing brand awareness, audience engagement, and online reputation to attract more guests and ensure a seamless digital experience.

Key Responsibilities:
✕ Social Media Management
✕ Content Strategy & Branding
✕ Community Engagement
✕ Email Marketing
✕ Performance Analytics
✕ Ad Campaigns & Promotions
✕ Collaboration & Growth
✕ Passionate about growing brands and creating impactful digital experiences!

Skills		EXPERIENCES	
Human Capital Management	Payroll Processing	Nov 2024 -	Social Media Management Good4u Labs & Clinic, Lodhran
	Enterprise Resource Planning (ERP)		An expert at crafting and curating engaging content, scheduling posts, and diving into performance metrics across platforms like Facebook, Twitter, Instagram, and LinkedIn. Help us elevate our online presence and connect with our audience like a pro!
	Customer Relationship Management (CRM)		Managing high-level administrative tasks—whether it’s juggling calendars, medical billing, employee time management, preparing reports, or organizing meetings
	Online Data Entry		Deliver top-notch customer service! Handle inquiries, solve problems, and make sure every customer leave with a smile—boosting our brand’s reputation and building loyalty along the way.
	Payroll Services		Managing all kinds of administrative tasks, from data entry and scheduling to document management. Help us streamline our operations and boost overall efficiency so we can focus on what really matters!
	ERP Software		Proficient in managing email inboxes, organizing messages, responding to inquiries, and achieving that coveted zero inbox! Keep us organized and ensure that no important message slips through the cracks.
	Electronic Data Management		Mail Chimp for scheduling email marketing
	Payroll Processing Skills		Experienced in scheduling and coordinating appointments, meetings, and events. Ensure our calendar is well-organized, helping us manage our time effectively.
	HR Policies		Accurate and efficient data entry tasks! Inputting information into spreadsheets or databases.
	Sales Funnel Optimization		Precision and reliability, ensuring our data is always on point.
Prospect Research	Teamwork	Apr 2024 -	Skilled in crafting and managing impactful email campaigns with tools like Mailchimp. From creating compelling content to analyzing performance metrics. Helping us to connect with and engage our audience effectively
	B2B Lead Generation		
	Email List Building		
	MailChimp		
	Mail Merge		
	HTML Emails		
	Online Data Entry		
	LinkedIn Sales Navigator		
	Email Marketing Software		
	Inbound Lead Generation		
Analytical Skills	General Office Work		
	Office Administration		
	Web-based Research		

Skills	EXPERIENCES	
Social Media Management	Sep 2023 -	Virtual Representative Performance Analytics Corporation (PAC), Lodhran
Content Strategy & Branding		
Community Engagement		For Performance Analytics Corporation (PAC) Need to provide IT & Financial Leads
Email Marketing		Lead Generation Strategy: Identified startups and mid-sized companies in need of software solutions.
Virtual Assistance	Mar 2023 -	Used Apollo, LinkedIn Sales Navigator
Influencer Research		Email, LinkedIn,
Data Categorization and Tagging		Results: Generated over 15.7 K leads yet.
Data Mining and Research		
Data Formatting and Conversion	Aug 2022 -	Data Capture Specialist Pipe17, Lodhran
CRM Data Input and Update		Working for Copy & Paste Projects and some time i need to find Ecommerce Leads with details.
Multichannel Lead Generation		
Research and Data Collection & Online Meeting Coordination		Top Rated Email Marketing Campaign Manager Upwork, Lodhran
Calendar and Email Management	Jan 2018 -	Top Rated Lead Generation Specialist Upwork, Lodhran
Invoice and Receipt Entry		
Data Import and Export & Inventory Management		
Appointments and Scheduling & Email Filtering and Response		
A/B Testing for Email Campaigns & Cold Email Outreach	May 2024 - Sep 2024	Email Marketing Executive Cutting Edge Projects UK, Lodhran
Spreadsheet Creation and Analysis		B2B Lead Generation · Teamwork · HTML Emails · Prospect Research · Ebay Email List Building · Microsoft Outlook · Email List Building · Sales Funnel Optimization · Mail Merge · MailChimp · Microsoft Office · Amazon Email List Building · Shopify
Database Management & Data Validation and Cleaning		
Lead Nurturing and Follow-ups		
	Feb 2023 - Jun 2024	Email Marketing Executive Canadian Health Systems Inc., Lodhran
		B2B Lead Generation · Teamwork · Prospect Research · Sales Funnel Optimization
	Jan 2023 - Oct 2023	Email Marketing Executive Webhoster.ca, Lodhran
		B2B Lead Generation · Teamwork · Prospect Research · Sales Funnel Optimization

Skills
Accurate Data Entry
Interests
Online Research
Book Reading
Traveling

EXPERIENCES

Feb 2020 - Jul 2022

Assistant Manager Human Resources
M.Y Bari Mills Pvt Ltd., Hub Chowki Blouchistan

Dynamic Assistant HR Manager with a strong background in workforce planning, talent acquisition, and HR policy implementation. Adept at streamlining HR processes, ensuring compliance, and fostering employee engagement to drive organizational growth. Experienced in handling payroll, performance management, and conflict resolution while utilizing HR analytics and digital tools to enhance decision-making. Dedicated to aligning HR strategies with business objectives for long-term success.

July 2017 - Jan 2020

HR Officer Operation
SAYA WEAVING MILLS (PVT.) LTD, Site Area Karachi Sindh Pakistan

Passionate HR Officer committed to building strong teams and creating a thriving workplace. From hiring top talent to developing employee engagement strategies, I ensure seamless HR operations that drive business success. Experienced in payroll management, training & development, labor law compliance, and HR analytics, I bring a people-first approach to every organization. Let’s work together to cultivate a motivated and high-performing workforce!

Dec 2008 - Apr 2015

HR Officer Operation
Al Rahim Textile Industries Ltd, Nooriabad Jamshoro Sindh Pakistan

HR Officer with expertise in recruitment, employee relations, payroll processing, and compliance management. Skilled in talent acquisition, performance evaluation, training & development, and HR policy implementation to foster a positive work culture. Proficient in HRIS, payroll systems, and labor laws, ensuring smooth HR operations and compliance. Dedicated to streamlining HR processes and enhancing workplace productivity.

May 2007 - Dec 2008

Customer Service Representative
Zong CMPak Ltd, Lodhran

Customer Relations · Customer Service Representatives · Customer Service · Customer Support

EXPERIENCES

Feb 2004 -
Apr 2007

Studio & Station Manager
FM Jeeway Pakistan Bahawalpur, Bahawalpur

Education

Punjab - July
2008

Bachelor's degree, Economics
The Islamia University of Bahawalpur, Bahawalpur