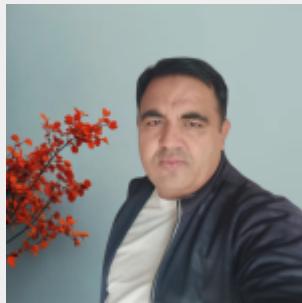


# Muhammad Ishfaq

## 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

Human Capital Management

Payroll Processing

Enterprise Resource Planning (ERP)

Customer Relationship Management (CRM)

Online Data Entry

Payroll Services

ERP Software

Electronic Data Management

Payroll Processing Skills

HR Policies

Sales Funnel Optimization

Prospect Research

Teamwork

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

## EXPERIENCES

Nov 2024 -

Social Media Management  
Good4u Labs & Clinic, Lodhran

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!

Managing high-level administrative tasks—whether it's juggling calendars, medical billing, employee time management, preparing reports, or organizing meetings

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.

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! 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.

Mail Chimp for scheduling email marketing  
Experienced in scheduling and coordinating appointments, meetings, and events. Ensure our calendar is well-organized, helping us manage our time effectively.

Accurate and efficient data entry tasks! Inputting information into spreadsheets or databases. Precision and reliability, ensuring our data is always on point.

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

Apr 2024 -

Lead Generation Specialist  
IPS HEART, Lodhran

For IPS Hearts I have to provide Biotechnology Investor Leads  
Lead Generation Strategy:

Focused on Bioinvestors, Partner Managers, Heads, and Company Executives.

Used LinkedIn Outreach, Cold Email Prospecting, Results:

Generated over 15000 targeted leads till now

## Skills

- Social Media Management
- Content Strategy & Branding
- Community Engagement
- Email Marketing
- Virtual Assistance
- Influencer Research
- Data Categorization and Tagging
- Data Mining and Research
- Data Formatting and Conversion
- CRM Data Input and Update
- Multichannel Lead Generation
- Research and Data Collection & Online Meeting Coordination
- Calendar and Email Management
- 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
- Spreadsheet Creation and Analysis
- Database Management & Data Validation and Cleaning
- Lead Nurturing and Follow-ups

## EXPERIENCES

Sep 2023 - Virtual Representative  
Performance Analytics Corporation (PAC), Lodhran  
For Performance Analytics Corporation (PAC) Need to provide IT & Financial Leads  
Lead Generation Strategy:  
Identified startups and mid-sized companies in need of software solutions.  
Used Apollo, LinkedIn Sales Navigator  
Email, LinkedIn,  
Results:  
Generated over 15.7 K leads yet.

Mar 2023 - Data Capture Specialist  
Pipe17, Lodhran  
Working for Copy & Paste Projects and some time i need to find Ecommerce Leads with details.

Aug 2022 - Top Rated Email Marketing Campaign Manager  
Upwork, Lodhran

Jan 2018 - Top Rated Lead Generation Specialist  
Upwork, Lodhran

May 2024 - Sep 2024 Email Marketing Executive  
Cutting Edge Projects UK, Lodhran  
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

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 - Studio & Station Manager  
Apr 2007 FM Jeeway Pakistan Bahawalpur, Bahawalpur

## Education

Punjab - July Bachelor's degree, Economics  
2008 The Islamia University of Bahawalpur, Bahawalpur