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Mariam Riaz - Social Media Manager | Social Media Marketing Strategist

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ABOUT ME

Strategic and professional Social Media Manager specialising in Facebook, Instagram, LinkedIn, YouTube, and TikTok. I have grown early-stage brands locally and internationally through social media strategy, algorithm, audience, and competitor analysis, performance marketing, and Facebook Ads. Expert in increasing followers, reach, and views through valuable organic content and Reels, growing accounts organically, and generating qualified leads through targeted paid ads and marketing strategies.

CORE COMPETENCIES

Professional Skills Mastery

Branding | Cross Plateform Growth | SEO Keywords & Hashtags Research | KPI Tracking & Analytics | Content Strategy & Content Calender | Social Media Audit Expertise | Marketing Trend Competitor Analysis | Lead Generation | Meta Ads Campaign Optimization | Internation Marketing Tactics | Social Media Algorithm Expertise

WORK EXPERIENCE

SOCIAL MEDIA MARKETER - REMOTE – | DR. NAUREEN TALKS - PERSONAL BRANDING – SHARJAH, UNITED ARAB EMIRATES

- Developed the personal brand of a Life Coach using UAE market research, competitor analysis, organic content, and lead-generation to increase followers, engagement, and session bookings.

SOCIAL MEDIA MANAGER - REMOTE – | BEAST MOM LLC – UNITED STATES

- Managed social media strategy, branded content, and conversion-focused marketing funnels to drive organic growth and engagement across Facebook, Instagram, and LinkedIn.

BABA BURGER – | FREELANCE SOCIAL MEDIA MARKETER – KUWAIT

- Enhanced a restaurant's brand through strategic content, paid ads, and lead-generation campaigns, increasing customer reach and orders.

FREELANCE SOCIAL MEDIA MANAGER – | DIET PLANNER BY MAHAM NAVEED – PAKISTAN

- Managed Facebook, Instagram, and LinkedIn through content strategy, monthly content calendars, and community management to improve brand visibility, engagement, and audience trust.

SOCIAL MEDIA MANAGER – | GEO PTE ACADEMY & PTE VOUCHER – PAKISTAN

- Revived and managed Facebook & Instagram accounts, driving engagement and lead conversions through strategic content and Meta optimization, resulting in a **32% increase in views**.

SOCIAL MEDIA MARKETER – | JAWAD KHALIL - PERSONAL BRANDING – UNITED KINGDOM

- Developed a UI/UX designer's personal brand through audience-focused content, UK marketing-trend research, and location-targeted Meta lead-generation campaigns.

BRIT DIAMOND LTD – | SOCIAL MEDIA MARKETER - REMOTE – UNITED KINGDOM

- Developed a Shopify store's social-media presence from scratch using UK audience and competitor research, relevant content, and paid sales campaigns to drive e-commerce conversions.

FREELANCE SOCIAL MEDIA MANAGER – | MEDIA MARKETING SOLUTIONS – PAKISTAN

- Managed and optimized Facebook pages through targeted content strategy, creative posts/videos, and performance analysis to improve brand visibility, engagement, and campaign results.

YOUTUBE CONTENT CREATOR – | LIFE WITH STYLEPEDIA – PAKISTAN

- Produced SEO-optimized video content and grew the channel to 1K+ subscribers and 75K+ views through scripting, editing, hashtag research, and performance-led viral content strategy.

EDUCATION AND TRAINING

Pakistan
MASTERS IN SOCIOLOGY University Of Karachi

CERTIFICATION IN ADVANCE FACEBOOK MARKETING Hamza Ali

CERTIFIED IN DIGITAL MARKETING Enablers

CERTIFIED IN SOCIAL MEDIA MARKETING E- Rozgar, Yashika Garg, Dankash, Umer Tazkeer