DANYAL DANISH

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Social Media | Digital Marketing

PROFESSIONAL SUMMARY

Self-driven & a highly motivated **Social Media Manager**. I have experience in managing **FB/Instagram** accounts for UBIT Media Society. I can also promote content through different digital channels & schedule posts for upcoming events. I can create info-graphics & basic Ads using Canva. *Certifications* from **Hubspot** & **Google** speak for my knowledge and expertise. I can

- Schedule and Manage posts for FB/ Instagram/ Twitter accounts.
- Promote & post content at best times to increase customer engagement and brand awareness.
- Re-purposing content in form of info-graphics, YouTube videos, blogs & social media posts.
- Keeping track of events and festivals and boosting campaigns accordingly.
- Working with your business goals in mind to meet your KPI's & targets.

WORK EXPERIENCE

2018 - 2018

Promotional Cover Video for Facebook

Freelance work for Jettly.com

- Made a promotional cover video for Jettly's Facebook page.
- Responsibilities included making a video from scratch organically without using any paid content.
- Promotional video with a professional look for an Online Private Chartered Jet company.

FB cover video:
https://www.facebook.com/JettlyPrivateJets/videos/979475575538838/?v=979475575538838

2017 - 2019

Social Media Manager

UBIT Media Society

- Scheduling & Posting on relevant times on FB & Instagram.
- Scheduling content beforehand for the events.
- User engagement on Facebook & Instagram posts.

- Creating infographics and basic graphics using Canva.

2018 - 2018   Video Production & Editing
Anime Rebellion YouTube channel

- Made a 2 episodes series of Junji Ito and Dragon Ball Z anime for an "Anime Review" channel.
- Responsibilities included adding intros and outros.
- Matching the voice-over with the video content.
- Researching and getting the right video content for the episodes.

link for YouTube videos:

https://www.youtube.com/watch?v=JlWldE4a8HA

https://www.youtube.com/watch?v=By1ML4UGF_M

EDUCATION

2016 - 2020   Bachelors of Science Computer Science
University of Karachi

2013 - 2015   Intermediate (Pre-Engineering)
Govt. Degree Science & Commerce College, Gulshan-e-Iqbal, Block-7.

CERTIFICATIONS

HUBSPOT CONTENT-MARKETING CERTIFICATION
https://hubspot-academy.s3.amazonaws.com/prod/tracks/user-certificates/1c064c0e26c3423ca527bf3fc67706c1-1571276460752.png

GOOGLE ANALYTICS INDIVIDUAL QUALIFICATION
https://skillshop.exceedlms.com/student/award/40656027

FUNDAMENTALS OF DIGITAL-MARKETING (GOOGLE DIGITAL GARAGE)
https://learndigital.withgoogle.com/digitalgarage/validate-certificate-code

Credential ID LZR FA3 XX7

HUBSPOT SOCIAL MEDIA CERTIFICATION
https://hubspot-academy.s3.amazonaws.com/prod/tracks/user-certificates/b9df776bd33246a7b89a2058ce95db0f-1574685073739.png

DIGISKILLS DIGITAL-MARKETING CERTIFICATION
https://digiskills.pk/verify/

Credential ID RR34EDJPQ

Projects

<u>AUTOMATED RETAIL MERCHANDISE STORE</u>

Made an intermediate level program by using *OOP* and *SQL* Queries to make a software that can place, store, modify and delete specific orders & records upon the wish of a user. With a user login interface created in *JavaFX* that allows an authenticated person to access the application .

<u>PROJECT REPORT ON A BINARY DECISION PROGRAM USING DECISION TREES</u>

Collected mock data of symptoms of Dengue patients and used WEKA (A software for Knowledge Analysis) to determine if the patients had higher chances of having Dengue or not.

<u>DIGITAL CLOCK</u>

Made a Digital Clock as a project for our Electronic's course using vero-boards, LED's and 89C51 .

Skills

Social Media Management

- Schedule and Manage posts for FB/ Instagram/ Twitter accounts.
- Promote & post content at best times to increase customer engagement and brand awareness.

Content Marketing

- Re-purposing content in form of info-graphics, YouTube videos, blogs & social media posts.

Google Analytics

- Setting up Analytics for a website & light keyword research.

Infographics & Ads using Canva

- Creating engaging Info-graphics & basic lead Ads using Canva.