

SYED IBRAHIM MANZAR

SOCIAL MEDIA MANAGER

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SUMMARY

Results-driven Social Media Manager with strong experience in content strategy and cross-platform growth. I've worked with diverse clients and brands, delivering tailored solutions that enhance visibility, drive engagement, and align with business goals.

PROFESSIONAL EXPERIENCE

Social Media Manager, OYS Digital Marketing Agency May 2024 - June 2025

- Wrote engaging social media copy that boosted user engagement and brand visibility.
- Managed 15+ accounts daily, maintaining consistent messaging and timely content delivery.
- Developed content calendars, ran ad campaigns, and analyzed competitors to drive steady growth.
- Collaborated with designers to create visually compelling assets aligned with marketing goals.

KYC Analyst for Revolut May 2023 – Jan 2024

- Maintained 95%+ accuracy and productivity in customer verification.
- Trained 10+ new analysts; detected and resolved onboarding fraud cases.

Social Media Manager, Winci Streetwear July 2020 – April 2023

- Designed social media calendars for Instagram, Facebook, and Pinterest.
- Grew engagement by 10% through strategic organic content.
- Partnered with Qisstpay & Savyour, achieving 20% increase in customer acquisition

SKILLS

Social Media Strategy	Organic Growth	Prompt Engineering
Content Creation	SEO Optimization	Communication
Copywriting	Paid Campaigns	Problem Solving

EDUCATION

Intermediate in Computer Science 2018 - 2020

- Defence Degree College for Boys

ADDITIONAL INFORMATION

- **Languages:** English, Urdu
- **Certifications:** Advanced Google Analytics, Advanced Search Engine Optimization, The Fundamentals of Digital Marketing, Digital marketing 101
- **Tools/Software:** Adobe Photoshop, Canva Pro, CapCut, Meta Ads Library, Meta Business Suite, Google Analytics, MS Office, WordPress, Shopify