

Jahanzaib Chaudhry

Marketing Manager | Frontend Web Developer

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SUMMARY

Performance Marketing Specialist with expertise in Web Development, Social Media Management, and graphic design. Successfully managed and optimized over AED 250,000 in performance marketing campaigns, achieving maximum ROI and enhancing brand visibility. Proficient in content management systems (CMS) with hands-on experience in HTML and CSS. Skilled in developing and executing social media strategies that combine creativity with technical expertise to drive engagement and results. Additionally, experienced in graphic design, creating visually appealing content that strengthens brand identity and resonates with target audiences.

EXPERIENCE

Frontend Web Developer | Social Media Manager

[Green Crystal Ventilators and Air Filters Trading LLC](#) | Dubai, UAE

May 2023 – Current

- Build web design & web development best practices.
- Oversaw the entire content creation process for digital and social media platforms, from generating ideas to delivering final products.
- Implemented strategies to improve brand visibility and engagement across social media accounts, including Facebook, Instagram, and LinkedIn.
- Supervised content marketing initiatives, ensuring cohesive online presence through organic content marketing and paid social media ads.
- Utilized social media analytics to track performance metrics and adjust strategies accordingly.
- Debug errors, troubleshoot issues, and perform routine performance optimization.

Social Media Manager | Front End Web Developer

[Ahmed Almazrouei Group](#) | Abu Dhabi, UAE

Jan 2022 – Mar 2023

- Managing multiple companies website and social media accounts (Graphic Design, Basic video Animation , and performance media. [Altorath International Engineering Consultants L.L.C](#) , [MADO Turkish Restaurant](#) , [Ahmed Almazrouei Group](#) , [Rawafed Recruitment](#) , [Ultratech Engineering Consultants Ahmed Almazrouei Services](#)
- Managed and grew social media presence across multiple platforms (Facebook, Instagram).
- Developed and implemented engaging social media content strategy, planning, and creating posts to inform followers about new products, promotions, and updates.
- Debug errors, troubleshoot issues, and perform routine performance optimization.
- Used social media analytics tools to measure and report on performance, adjusting strategies for optimal results.

Digital Marketing Manager | Live Host [King Rox Raffle](#)**Jan 2021 – Nov 2022**

- Creating engaging video content in YouTube.
- Building a healthy relationship with subscribers.
- Replying to the comments in timely manner.
- Preparing video publishing schedules.
- Creating video content per planned schedules.
- Brainstorming topic along with team members.
- Promoting videos if needed.
- Developing and monitoring campaign budgets.
- Planning and managing social media platforms.
- Identifying the latest trends and technologies affecting our industry.
- Manage the strategy.
- Generate Leads

Team Leader | [Philips Morris International](#)**Jan 2017 – Nov 2020**

- Conduct day to day project coordination, planning, and implementation across multiple teams.
- Create functional and technical application documents.
- Motivating the team to achieve organizational goals.
- Delegates tasks to team members.
- Developing and implementing a timeline to achieve targets manage the strategy.
- Generate Leads

SKILLS**Soft Skills:**

Writing and Storytelling, Creative Thinking, Problem-Solving, Project Management, Budgeting, Project Planning, Team Management, Decision Making, Production Coordination, Social Media Management, Content Planning and Distribution, Social Media Marketing, Strategic Thinking, Adaptability, Attention to Detail, Collaboration, Leadership

Hard Skills:

Adobe Premiere Pro, Adobe Photoshop, Adobe Illustrator, Color Grading, Pre-Production. Cap Cut Editing, Storytelling, Photography, Videography, Microsoft Office, PowerPoint, Excel, Google Analytics, Content Marketing, TikTok and Meta Ads, Audience Targeting, Monthly Content Calendar, Competitor Analysis, Lead

Generation, Content Strategy, Weekly and Monthly Analysis Reports, Social Media Advertising, CRM (Customer Relationship Management), CMS (Content Management Systems)

EDUCATION AND TRAINING

BSC International Relations completed 6 semesters
Bahauddin Zakariya University - BZU, Pakistan

Reference

Hana Ahmed (Head of Business Development) at [Altorath International Engineering Consultants](#)

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LANGUAGES

English, Urdu, Basic Arabic

ADDITIONAL INFORMATION

- Visa Status: Under Company
- Possess a Valid Driver's License
- Marital Status: Single