

MAHA SHAD

SOCIAL MEDIA EXECUTIVE

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PROFESSIONAL SUMMARY

Results-driven Social Media Strategist with 2+ years of experience in fashion, e-commerce, and digital services. Specialized in Meta Ads, social media strategy, and content planning to drive brand visibility, engagement, and conversions. Additionally skilled in WordPress website development and on-page SEO, having successfully created and delivered multiple websites for international clients. Proven ability to scale brand growth, manage end-to-end campaigns, and support business objectives in competitive online environments.

CORE SKILLS

Paid Advertising: Meta Ads (Facebook and Instagram), Facebook Ads Manager, Campaign Setup and Optimization, Audience Targeting and Retargeting, A/B Testing, Budget Management, Conversion Tracking

Social Media Management: Content Strategy and Planning, Monthly Content Calendars, Community Management, Organic Growth, Hashtag Strategy, Reels and Short-Form Video, Brand Voice Development, Audience Engagement

Content Creation: Creative Design (Canva), Video Editing (CapCut), Caption Writing, Creative Concept Development, Story and Feed Aesthetics

Web Development and SEO: WordPress Website Development, On-Page SEO, Technical SEO Basics, Site Speed Optimization, Schema Markup, Google Search Console, Google Analytics, Keyword Research

Analytics and Reporting: Meta Ads Reporting, Performance Metrics Tracking, Power BI Dashboards, Microsoft Excel, KPI Monitoring, ROI Analysis

Tools and Platforms: Facebook Ads Manager, Meta Business Suite, WordPress, Canva, CapCut, Microsoft Excel, WhatsApp Business, Google Search Console

PROFESSIONAL EXPERIENCE

Social Media Executive

Sep 2024 – Present

Buraqstore Pvt Ltd

- Manage social media accounts for three fashion brands across Meta platforms.
- Plan, launch, and optimize Meta Ads for reach, engagement, and conversions.
- Develop monthly content calendars, captions, reels, and creative concepts.
- Scaled brand accounts by up to 3x through organic and paid strategies.
- Monitor performance metrics and optimize campaigns based on audience behavior.
- Coordinate with internal teams for promotions and product launches.

Customer Service Representative

Sep 2024 – Nov 2024

Buraqtech Pvt Ltd

- Managed customer support via Email, WhatsApp, and Meta Business Suite.
- Handled complaints, order issues, and escalations efficiently.
- Maintained strong communication between customers and internal teams.

- Supported business planning focused on customer retention and growth.

Digital Marketing Intern

Mar 2024 – May 2024

Mean3 Pvt Ltd

- Scheduled content for MTJ, Royal Houseware, and Diverse Activewear.
- Conducted competitive analysis for French Emporio.
- Created reel ideas and short-form content for Hyundai, Vapebazar, and MTJ Perfumes.
- Supported campaign planning and execution alongside senior marketers.

FREELANCE EXPERIENCE

Freelance WordPress Developer and SEO Specialist

Feb 2026 – Apr 2026

Upwork – International Clients

- Project 1 – WordPress Website Redesign (Coremed Surgical): Completely redesigned an existing client website on WordPress, improving visual design, user experience, and overall site structure to align with the client’s brand identity.
- Project 2 – Website Migration with Zero Downtime: Successfully migrated client websites from one hosting plan to another with no downtime, ensuring uninterrupted service and data integrity throughout the process.
- Project 3 – New Website Development and SEO (Cdadock.com): Built a complete WordPress website from scratch and implemented on-page and technical SEO strategies, resulting in measurable business growth and first-page Google rankings for the client.
- Delivered all 3 projects within 3 months, receiving positive feedback from international clients on Upwork.

KEY ACHIEVEMENTS

- Scaled multiple fashion brands by 3x growth using Meta Ads and content strategy.
- Increased website traffic and conversions with product-focused ad creatives.
- Successfully delivered 3 WordPress and SEO projects for international clients on Upwork within 3 months.
- Built 10+ WordPress websites aligned with brand identity.
- Grew a personal LinkedIn page to 5,000+ followers through consistent, platform-tailored content.

EDUCATION

Diploma in Digital Marketing and E-commerce

Nov 2026 – Mar 2026

Institute of Business Management (IoBM), Karachi

Bachelor of Business Administration – Marketing (BBA)

2020 - 2023

Iqra University, Karachi

CERTIFICATIONS

Paid Ads Marketing

2025

NS Training Center

Digital Marketing

2026

HubSpot Academy

Claude 101

2026

Anthropic Skilljar