



# MUHAMMAD USAMA SHAMSHAIR



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Kabirwala, Khanewal Pakistan

## WORK EXPERIENCE

### Administrator

2023 - Continue

#### SUPERIOR GROUP OF COLLEGES | Kabirwala

- Managed daily administrative operations, including coordination with staff, vendors, and management to ensure smooth workflow and timely task completion.
- Prepared and maintained daily, weekly, and monthly reports (attendance, inventory, performance), ensuring accurate record-keeping and timely submission to management.
- Supervised inventory handling, stock verification, and record management to minimize discrepancies and ensure efficient resource utilization.
- Assisted in data entry, documentation, and digital record management using MS Office tools, improving efficiency and data accessibility.
- Provided IT support by managing computer systems, troubleshooting hardware/software issues, and maintaining office equipment (printers, scanners, networks).

### Digital Marketing Manager

2021 - 2023

#### MULTI JUNCTION | South Africa ( Work Remote Basis )

- Identified bottlenecks in marketing process, and adjusted documentation and priorities to hit 85% more goals on time.
- Oversaw social media campaign launch new product.
- Manage performance social media ads on all platforms.
- Revitalized the email marketing strategy for products based on user engagement.
- Established expertise in all online platforms to optimize digital campaigns in alignment with customer engagement.
- Led a team of 5 marketing associates to collaborate with cross functional teams and customers to create, optimize, and report on website, email, and social media ad content.

### SEO & Digital Marketing Executive

2020 - 2021

#### ZpZen Tech | Islamabad Pakistan

- Led a team of 3 marketing associates to schedule, optimize, and report on all social media campaigns and engage with users through giveaways and event promotions to grow combined followers by 3X.
- Collaborated with marketing director to build marketing content calendars and budget, coming under budget for 89% of all projects.
- Documented and optimized SOPs to save marketing budget.

## ABOUT ME

Results-driven Administrator and Digital Marketer with 5+ years of experience in marketing campaigns, administrative management, reporting, field operations, and IT support. Skilled in office administration, data management, team coordination, and computer systems, with a strong focus on improving operational efficiency and organizational performance.

## EDUCATION

### Master's in Computer Science

Islamia University Bahawalpur  
2016 - 2018

### Bachelor's in Computer Science

Islamia University Bahawalpur  
2014 - 2016

## SKILLS

- Office Administration
- Record Keeping & Documentation
- Team Coordination & Staff Management
- MS Office (Excel, Word, PowerPoint)
- Inventory Management & Stock Handling
- Time Management & Task Planning
- IT Support & System Troubleshooting
- Paid Ads (Facebook, Google, LinkedIn, retargeting)
- Sales Management
- Content Marketing
- Website Audit
- WordPress