

# HAZEER ZACKY M.H.M.

Social Media Manager | Digital Marketer | Graphic Designer | Content Creator

## ABOUT ME

Experienced Social Media and Digital Marketing Specialist with 3+ years of proven success in managing global client accounts, crafting creative content, and implementing data-driven strategies. Skilled in social media management, SEO optimization, paid advertising, and customer engagement to drive brand growth and online visibility. Expertise in platforms like Instagram, Facebook, TikTok, and LinkedIn, combined with strong analytical and graphic design abilities. Adept at delivering measurable results through innovative campaigns and trend-focused strategies.

## WORK EXPERIENCE

### DIGITAL MARKETING EXECUTIVE

Pnx Production, Dubai, UAE - Freelance (December 2023 - Present)

- Developed tailored social media strategies to enhance brand presence in the real estate photography niche.
- Designed engaging content to highlight services, resonate with professionals, and drive engagement.
- Improved online visibility with SEO techniques, including keyword targeting and performance tracking.
- Managed Instagram, Facebook, and LinkedIn accounts, growing audiences through dynamic content and targeted ads.
- Launched personalized email campaigns to nurture client relationships and secure repeat business.
- Optimized websites to showcase photography portfolios and improve user experience for higher conversions.
- Conducted market research and competitor analysis to align strategies with industry trends.
- Executed ROI-driven PPC campaigns across Google Ads and social media, maximizing ad spend.
- Used analytics tools to monitor KPIs and refine strategies for measurable results.

### SOCIAL MEDIA MANAGER

ForgeEra, Colombo, Sri Lanka - Full-time (January 2024 - December 2024)

- Managed social media profiles for jewelry brands, restaurants, and cafes, focusing on audience engagement and growth.
- Created visually appealing content tailored for Instagram, Facebook, and TikTok.
- Planned and scheduled posts to optimize reach and maintain consistency.
- Executed digital marketing campaigns with measurable ROI and enhanced brand visibility.
- Developed and managed end-to-end campaigns, including performance analysis.
- Strengthened brand presence through innovative storytelling and trend-focused strategies.
- Engaged with followers to improve customer satisfaction and loyalty.
- Monitored analytics to refine strategies and deliver data-driven results.
- Collaborated with clients and teams to align social media efforts with business goals.

## CONTACT

+971 56 693 8718

+971 56 693 8718

Dubai - UAE

contact.hazky@gmail.com

www.hazeerzacky.xyz

## EDUCATION

### KINGSTON UNIVERSITY

BSc (Hons) Computer Science in  
Software Engineering  
2023 - 2024

### ADVANCED TECHNOLOGICAL INSTITUTE

Higher National Diploma:  
Information Technology  
2019 - 2022

## SKILLS

Social Media Management  
Digital Marketing  
Business research  
Content Creation  
Graphic Designing  
Time Management  
Leadership

# WORK EXPERIENCE

## ASSOCIATE MEDIA MANAGER

huex, Colombo, Sri Lanka · Full-time (July 2022 - December 2023)

- Managed multiple Canadian and UK clients' social media profiles and websites.
- Conducted keyword research and optimized websites/content to improve SEO rankings.
- Created engaging images and videos for Instagram, Facebook, TikTok, and LinkedIn.
- Provided prompt and professional customer support on social media platforms.
- Scheduled posts during peak engagement times for UK and Canadian audiences.
- Developed and executed digital marketing strategies to enhance brand awareness and drive traffic.
- Wrote compelling captions, descriptions, and hashtags tailored to various platforms.
- Designed visually appealing marketing materials using advanced graphic design tools.
- Analyzed trends and keywords to refine strategies and optimize content performance.

## JUNIOR SOCIAL MEDIA MANAGER

One Day Digital, Colombo, Sri Lanka (March 2021 - February 2022)

- Managed clients' social media profiles by creating unique and engaging video and image content, scheduling posts, and monitoring performance to ensure optimal reach and engagement.
- Planned and executed social media campaigns, leveraging industry trends and audience insights to enhance brand visibility and drive user engagement.
- Developed comprehensive social media management documents to streamline processes and provide strategic direction for content creation and scheduling.
- Interacted with brand customers through comments and direct messages, fostering community engagement and addressing customer inquiries to maintain a positive brand image.
- Oversaw the management of clients' WooCommerce websites, ensuring seamless integration of social media strategies with e-commerce operations to boost online sales and customer satisfaction.

# TOOLS

- Hootsuite
- SocialBee
- Google Analytics
- SEMrush
- HubSpot
- Mailchimp
- Google Ads
- Meta Ads Manager
- Photoshop
- Illustrator
- Canva
- InDesign
- CapCut
- Figma
- Filmora
- InShot
- Adobe Premiere Pro
- Trello
- Slack
- Google Suite
- Metricool

# REFEREES

## MR. ASMATH HANAAN

Art Director,  
Lecture,  
Team Lead: Branding and  
advertising,  
+94777616186  
[hanaan@amdt.lk](mailto:hanaan@amdt.lk)  
AMDT School of creativity.

## MR. MOHAMED NAJATH

Real Estate Photographer/ Drone  
Pilot  
Elite Merit Real Estate  
+971 56 385 6303

# PORTFOLIO

Website: [Link](#)  
Works Drive: [Link](#)