



Nadeem Khawar

Asst. Professor

Social Media Manager/Digital Content Designer

Work Experience

Asst. Professor (Content and Social media)

2022 - Till now

Pak-Austria Fachhochschule I Pakistan

Link: www.paf-iast.edu.pk

My duties include but not limited to:

- Social media management
- Content creation
- Photography
- Videography
- -Data Management and Archival
- Equipment Management

Committees

- Newsletter coordinator
- Member of Social media committee

Social Media Manager/Digital Content Designer

2018 - 2022

Institute for Art and Culture I Pakistan

Link: www.iac.edu.pk

Photography/Videography

- Providing photography and Videography services to different departments of the Institute upon request.
- Management of Data and archival
- Management of Equipment
- Event coverage via video and photography.
- Editing of Photographs and Video
- Color grading of Video
- Making content ready for different platforms of social media, TV, and newspaper.
- Coordination with Public Relations Officer and providing relevant media.
- Overseeing store manager in issuing equipment to students.

Experience designing, planning, implementing, monitoring, and reporting on ad campaign's performance essential which included but not limited to:

- Social Media Strategy
- Review competitor's social media
- Develop video content
- Calendar management
- Discussing the needs of each department and providing solutions through social media Ad Campaigns
- Implementing Ad campaigns, monitoring and re-evaluating in real time making sure that KPIs are met
- Reporting to each department at the end of Ad campaigns to provide deep insight
- Community Management
- Being the eyes, ears, and mouth of the Institute, providing deep insight into the needs of the clients and engaging departments of the Institute for improvements based on the feedback of clients
- Develop chatbot using manychats according to the needs of clients so that clients can be redirected according to their needs to the part of the website where they can get the information

Contacts



+92 321 5434 752



nadeem.kahoot@gmail.com
nadeem.khawar@fecid.paf-iast.edu.pk



64 A2, Valencia Town, Lahore
Pakistan

About Me

I am Nadeem Khawar, a highly skilled Social Media Manager and Digital Content Designer with a strong background in Game Design, Animation and Film. With expertise in social media management, content creation, and photography/ videography, I excel in developing impactful campaigns and delivering visually captivating content. I am passionate about leveraging my creativity and experience to drive engagement and brand success.

Education

Masters in Multimedia Arts

National College of Arts

2016

Majors: Game Design, Animation
Design, Film and TV

Skills

- Premiere Pro
- After Effects
- Canva
- Social Media Management
- Meta Ad Campaign
- Photography
- Video
- VFX
- Animation



Nadeem Khawar

Asst. Professor

Social Media Manager/Digital Content Designer

Projects

Fundamental Films

Ongoing

Fundamental Films is a collaborative production started during my graduate studies by a few friends. We all soon went on our own paths and started doing jobs but every once in a while, we get together and do a video project for different clients or just for fun.

Link: <https://www.facebook.com/fundamentals>

Shaadi Helper

2017-2022

Co-founder of a startup providing wedding services which included:

- Wedding invitations and Stationary
- Video and Photography

Link: www.instagram.com/shaadihelper

Midas (Advertising agency)

2018

Content creation for National General Election campaigns and social media ad campaigns

Teefa in Trouble (Feature Film)

2017

Shot and edited behind the scenes of a commercial feature film "Teefa in Trouble"
Executed social media marketing and generated content for social media.

Certifications

- Introduction to Social Media Marketing – Certificate from Coursera/Meta
- Social media Management - Certificate from Coursera/Meta
- Advertising with Meta - Certificate from Coursera/Meta
- Measure and Optimize Social Media Marketing Campaigns – Certificate from Coursera/Meta
- Fundamentals of Social Media Advertising – Certificate from Coursera/Meta
- What is Social? - Certificate from Coursera/Northwestern University
- The Importance of Listening – Certificate from Coursera/Northwestern University
- Content, Advertising & Social IMC – Certificate from Coursera/Northwestern University
- Engagement and Nurture Marketing Strategies – Certificate from Coursera/Northwestern University
- The Business of Social – Certificate from Coursera/Northwestern University
- Cameras, Exposure and Photography - Certificate from Coursera/Michigan State University

References

Abdur Rahman

Associate Professor

Phone: +92 333 9191664

Naeem Khawar

Pentarugs / CEO

Phone: +92 321 4411 833