

Muhammad Jafer Khan

Digital Account, Content & Communications Manager

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A results-driven, published marketing professional with a combined experience of almost 15 years in the fields of digital account management, project & team management, copywriting, editing, creative collateral designing, social media and marketing communications.

Work History

2021-04 – Current

Senior Editor

PNC Solutions, Karachi, Sindh

- Managing & Editing Client Content Portfolios
- Editing, re-writing and finalizing Company Content Portfolio
- Assigning Tasks and Recruiting Content Writers
- Managing different Content Requirements for Overseas Clients
- Acting as the go-to, for All content-related queries and client interactions
- Ensuring message consistency across all social media platforms and corporate collaterals

2021-02 – 2021-04

Project Manager *(Promoted)*

BariTechSol, Karachi, Sindh

- Managing all current international client projects
- Acting as the bridge between the clients and the production department
- Working as the go-to for quality assurance, before delivery to ensure client satisfaction
- Leading the content department; proof reading and editing
- Understanding and solving client queries, and devising strategies for upselling other services within the company's portfolio
- Ensuring brand consistency through social media campaigns and organic reach

2020-11 – 2021-02

Digital Community Manager

BariTechSol, Karachi, Sindh

- Managing the entire social media strategy of the company, implementing pending campaigns & organizing deliverables
- Managing the entire client portfolio for international assignments related to content services
- Creating plans and communicating deadlines to ensure projects are completed on time.
- Managing a team of writers to complete client assignments on time

- Editing, proof-reading and revising all assignments before delivering to the clients
- Solving common issues with existing and newer clients to optimize work flow
- Identifying and fixing issues, analyzing information and providing solutions to problems related to existing hierarchy and client requirements
- Successfully handled overseas client orders, ensuring consistency throughout all tasks
- Promoted as the Project Manger for overseas and local clients

2018-05 - 2019-11

Senior Executive Marketing

Gaditek, Karachi, Sindh

- Editing and reviewing all marketing content for online and offline publications
- Managing social media and marketing campaigns through organic & paid campaigns.
- Developing conversion based social and marketing campaigns.
- Generating leads through persuasive, funnel based and SEO optimized content.
- Managing brand activation and exposure strategies for maximum brand visibility and engagement.
- Overseeing bloggers and liaising with industry leaders to harness traffic and user loyalty.
- Brand exposure techniques for platforms such as WordPress, Magento and the overall e-commerce landscape.
- Helping incorporate product changes to drive customer engagement and firm profits.
- Improved product marketing objectives by constructing communication initiatives and branding strategies to increase client outreach.

2017-05 - 2018-11

Communications Manager

Education Resource Worldwide, Karachi, Sindh

- Managed the entire communication department for the company
- Produced all internal and external communications for local and international projects.
- Developed the entire communications portfolio for the company.
- Managed and implemented the company's corporate communication strategy.
- Built relationships for/between market leaders and stakeholders.
- Represented the company at Events and Forums.

2015-08 - 2017-01

Digital Account Manager & Copywriter

Boopin Media, Dubai, United Arab Emirates

- Lead the entire content generation department for the agency.
- Completed client handling responsibilities and managing creative team, in addition to monitoring the marketing campaign to ensure client approval.
- Liaised with clients and interpreting their briefs.
- Handling account campaigns from concept to delivery.

- Developed & presented creative ideas and concepts to help add value to brands, products and services.
- Corresponded with new/existing clients through email, phone and scheduled meetings.
- Proofreading copy to check spelling and grammar.
- Amended, revised or redeveloped adverts or campaigns in response to feedback from the creative director, account team or clients.
- Oversaw campaigns (SMM/SEO) through content generation to completion.
- Monitored the effectiveness of advertising/digital campaigns.
- Supported clients through various marketing and business campaigns as well as representing the company at various forums and client meetings.

2012-01 - 2019-12

Contributing Editor

Dawn Media Group, Karachi, Sindh

- Contributed well-researched content for Pakistan's largest circulating newspaper Dawn in the areas of the global automotive industry, lifestyle trends and career advice
- Created specialized content, including briefs, features and general content articles.
- Interviewed individuals by phone, video chat and in person to write feature stories for weekly newspaper column.

2010-01 - 2012-08

Key Account Manager

Headlion Group, Karachi, Sindh

- Generated ideas and aided towards executing several brand and product strategies with respect to copy, design and layout.
- Designed print-ads, brochures and billboards for different products and brands.
- Proof-read, re-wrote written content before publishing.
- Represented the agency at corporate and public events.

2006-04 - 2008-06

News Assignments Editor

Dawn News

- Published live news tickers.
- Monitored news feeds to ensure timely updates.
- Prepared factual and engaging news features.

2006-06 - 2018-08

Project Management

Various, Karachi, Lahore and Islamabad

- Mobilink GSM
- Aston Martin
- Telenor

- Health Television
- Dawn Media Group
- Interflow Advertising
- HeadLion Group Advertising
- Lane 12

Education

2009-11 - 2012-08

Masters: Advertising

Iqra University - Karachi

2006-08 - 2008-06

Bachelors of Arts: Arts

University of Karachi - Karachi