

WAHEED HARAL

Content Marketing Strategist | Organic Social Strategist | Social Media Manager

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Professional Summary

Content Marketing and Growth Strategist with **4+ years of experience** building multi-platform content systems across fitness, wellness, renewable energy, aesthetics, and agency brands. Skilled in organic social strategy, campaign messaging, social SEO, keyword-led captions, content audits, A/B testing, short-form video strategy, and AI-assisted creative workflows. Developed content contributing to **10M+ impressions, 900K+ video views, 300+ direct leads, 530% Instagram growth, and 30% faster creative turnaround** across local and international client campaigns.

Core Skills

Strategy: Organic Social Strategy, Content Marketing Strategy, Content Calendars, Campaign Planning, Brand Storytelling, Creative Direction, Campaign Messaging, Content Funnels, Lead Generation Content

Copywriting & Social SEO: Hook Writing, Short-form Scripts, Keyword-led Captions, Hashtag Research, Competitor Research, Landing-page Messaging, A/B Testing, Content Audits

Analytics & Platforms: Meta Ads Manager, TikTok Ads Manager, Google Ads, Instagram Insights, Google Analytics Basics, CPL Reporting, Lead-generation Reporting, Performance Tracking

Creative & AI Tools: Adobe Premiere Pro, Photoshop, Illustrator, Canva, CapCut, DaVinci Resolve, ChatGPT, Canva AI, Adobe Firefly, Midjourney, Runway ML, Notion, Trello, Google Workspace

Work Experience

Social Media Marketing Manager / Content Mentor

2025 – Present

Brand Surge LLC | Lahore, Pakistan

- Led end-to-end content operations for **4+ agency brands**, managing content calendars, campaign planning, creative briefs, publishing schedules, and weekly performance reporting.
- Developed reels, carousels, static posts, captions, hooks, ad creatives, and campaign messaging to support consistent multi-platform brand visibility across client accounts.
- Optimized AI-assisted workflows using ChatGPT, Canva AI, Adobe Firefly, and Midjourney, improving creative turnaround time and team efficiency by approximately **30%** across multi-brand production.
- Mentored junior designers on content ideation, brief creation, visual direction, caption development, and post variation planning for faster multi-brand delivery.
- Developed weekly insight reports to improve engagement, campaign consistency, and conversion-focused content decisions across client-facing campaigns.

Social & Video Lead / Content Strategy Support

2025 – Present

BeyondFit | Amsterdam, Netherlands – Remote

- Developed conversion-focused campaign messaging, reels, and ad creatives for Meta and TikTok paid funnels, contributing to **31 Meta leads** and **5 Google Ads leads** during the monthly reporting period.
- Optimized TikTok lead-generation test creatives and reporting, helping generate **4 leads** at an estimated CPL of **EUR 8.71**.
- Analyzed Meta, TikTok, Google Ads, and platform insights to support **+101.7% views, +45.4% interactions, and +106.7% follower growth** during the reporting cycle.
- Developed fitness content calendars, reels, carousels, static posts, and campaign messaging for lead generation, brand awareness, and trial sign-up funnels.

Senior Content Creator & Video Producer

2023 – 2025

AMA Energy | Lahore, Pakistan

- Produced **45+ organic reels and video assets**, generating **200K+ organic views** and **2M+ impressions** through educational renewable-energy content.
- Designed **90+ social media and ad creatives** to strengthen digital visibility, customer education, and campaign communication across platforms.
- Developed educational scripts, campaign assets, monthly content plans, and DSLR/drone-led video content to simplify renewable-energy topics and improve platform visibility.

- Built creative production SOPs and trained a junior editor, improving weekly creative output and workflow consistency across video and design execution.

Lead Content Producer / Senior Content Creator

2022 – 2023

Aesthetics Lab | Lahore, Pakistan

- Led organic growth strategy that scaled Instagram from **10K to 63K followers (+530%)** through trend-led content planning, short-form video, and service-focused campaigns.
- Produced and scripted **55+ reels and videos**, generating **100+ direct client leads** from top-performing social content assets.
- Designed **40+ ad creatives and carousel posts** aligned with campaigns, service promotions, and appointment-booking objectives.
- Led Islamabad branch launch content strategy, delivering promotional videos, graphics, and multi-channel launch assets to support brand awareness and appointment generation.

Selected Projects & Key Campaigns

BeyondFit – 7-Day Trial Lead Generation Campaign

Amsterdam, Netherlands – Remote

Developed reels, ad creatives, campaign messaging, and reporting for Meta and TikTok campaigns, contributing to 31 Meta leads, 5 Google Ads leads, and a TikTok CPL of EUR 8.71.

Aesthetics Lab – Instagram Growth & Branch Launch Strategy

Lahore, Pakistan

Led content strategy that grew Instagram from 10K to 63K followers (+530%) and generated 100+ direct leads through reels, service-focused campaigns, and Islamabad branch launch assets.

AMA Energy – Solar Awareness & Brand Content System

Lahore, Pakistan

Developed 45+ videos and 90+ branded creatives, generating 2M+ impressions and 200K+ organic views through consistent educational renewable-energy content.

GluSlim UK – Wellness Supplement Content Strategy

London, UK – Remote

Developed brand-safe campaign messaging, carousel concepts, audience-focused CTAs, and product-awareness content for a UK-based wellness supplement brand.

Education

Bachelor of Arts (BA)

Graduated: 2021

Government College University, Faisalabad, Pakistan

Certifications & Training

- Adobe Certified Professional – Adobe Premiere Pro & Social Media Marketing
- Video Production Training – NISDA (Northeast Institute of Skills and Digital Arts)
- Video Editing – SoliceEra Institute & Software House
- Visual Branding – Eureka Academy
- Graphic Design & Digital Marketing – Professional Training (Content Creation, Social Media, Digital Marketing)