

MUHAMMAD JAHANZAIB

DIGITAL MARKETING SPECIALIST | SOCIAL MEDIA & CONTENT STRATEGY | AI-POWERED DESIGN

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PROFESSIONAL SUMMARY

Digital marketing professional with 4+ years running end-to-end social media and content operations for RemoteServices100, a digital services brand I built and manage. Skilled in planning content calendars, designing branded posts, banners, and marketing visuals with AI-powered design tools (Canva AI, ChatGPT, Claude), and writing SEO content and landing pages that connect content strategy to organic search performance. Comfortable tracking performance and translating results into practical recommendations. Backed by 12+ years of administrative and operations discipline — organized, deadline-driven, and reliable working independently. Looking to bring this foundation into a broader digital marketing role that includes paid campaign management.

CORE SKILLS

- Digital Marketing Strategy — content calendars, social media planning, brand consistency across Facebook, Instagram, LinkedIn & Pinterest
- AI-Powered Content & Design Tools — Canva AI, ChatGPT, Claude, image generation for posts, banners & marketing materials
- Content Creation — carousels, reels, stories, static posts, ad-style creatives, copywriting & captions
- SEO & Content Marketing — keyword-aware blog content, landing pages, on-page optimization
- Performance Tracking & Reporting — monitoring content performance, Google Sheets trackers, iterating on format/timing
- Design Tools — Canva, browser-based editing & design workflows
- Foundational awareness of paid social advertising concepts and budget-conscious content planning
- Client & Inquiry Handling — managing inbound business-page inquiries through to booking

DIGITAL MARKETING & CONTENT EXPERIENCE

Social Media & Digital Marketing Manager (Self-Managed)

December 2022 – Present

RemoteServices100 — Digital Services Brand

- Own end-to-end digital marketing execution for the brand: monthly content calendars, post design, copywriting, and publishing across Facebook, Instagram, LinkedIn, and Pinterest.
- Design branded visuals, banners, and marketing graphics using Canva-style and AI-powered design tools, maintaining consistent color palette, layout, and brand tone across every asset.
- Use AI tools daily (ChatGPT, Claude, Canva AI) to accelerate content production — generating post ideas, ad-style creatives, captions, and SEO-aligned copy, then refining for brand voice.
- Produce SEO-optimized blog content and landing pages, applying keyword and on-page SEO practices to grow organic visibility and support the overall marketing funnel.
- Track content and engagement performance, analyze what works, and adjust posting format, timing, and creative direction accordingly.
- Handle inbound client and follower inquiries through business pages, converting conversations into bookings, and maintain Google Sheets-based trackers for content planning and performance reporting.

ADMINISTRATIVE EXPERIENCE

Officer Administration (Admin Executive)

May 2023 – June 2026

The City Schools (Pvt) Ltd, Pakistan

- Coordinated scheduling, correspondence, and documentation across three internal teams, serving as first point of contact for administrative queries.
- Maintained accurate digital records using MS Office and Excel-based systems under strict confidentiality standards.

Document Controller

June 2022 – November 2022 (Dubai)

Typing Centre, Satwa, Dubai, UAE

- Processed high-volume documentation with full accuracy and confidentiality; prepared weekly reports and mentored junior staff.

EDUCATION & LANGUAGES

Bachelor's Degree — MCS (Computer Science), Bahaudin Zikriya University, 2013

English — Proficient (written & spoken) | Urdu — Native

PORTFOLIO & LINKS

- Instagram: [instagram.com/support.remoteservices100](https://www.instagram.com/support.remoteservices100)
- Services-Showcase: remoteservices100.netlify.app
- LinkedIn (Business): [linkedin.com/in/remoteservices100-jahanzaibkhan](https://www.linkedin.com/in/remoteservices100-jahanzaibkhan)
- Pinterest: [pinterest.com/RemoteServices100](https://www.pinterest.com/RemoteServices100)
- My Live Projects: <https://projects-r100.netlify.app/>