



My Portfolio

SHAWWAL AFRIDI ADIB

Social Media Manager

Delivering Digital Growth through Strategic
Social Media Marketing

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About Me

I am a creative and motivated AIU student passionate about social media content creation, design, and marketing. I enjoy exploring trends, creating engaging posts, and communicating ideas clearly. With strong communication skills, leadership experience, and basic design & video editing abilities, I aim to contribute meaningfully to AliveShop's Social Marketing Team.

EDUC- ATION

Bachelor of Data Science

Albukhary International University
1st Year



SKILLS

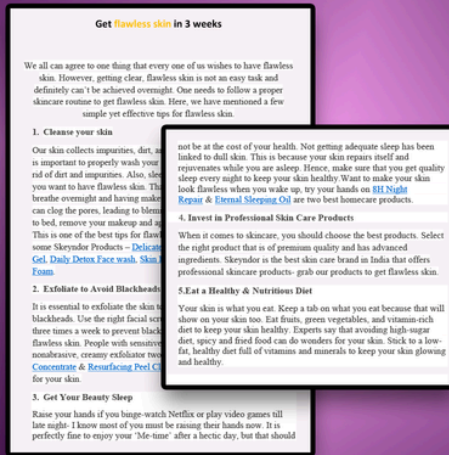
1. Social media content creation
2. Canva design (posters, stories, layouts)
3. CapCut video editing (short reels, promotional videos)
4. Content planning & scheduling
5. Creative writing & caption creation
6. Engagement strategy
7. Communication & teamwork

SAMPLE OF WORKS

Article Writing

Beauty based content writing for blogs

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Infographics

Beauty based infographics for blogs

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GET FLAWLESS SKIN IN 3 WEEKS

WE ALL CAN AGREE TO ONE THING THAT EVERY ONE OF US WISHES TO HAVE FLAWLESS SKIN. HOWEVER, GETTING CLEAR, FLAWLESS SKIN IS NOT AN EASY TASK AND DEFINITELY CAN'T BE ACHIEVED OVERNIGHT. ONE NEEDS TO FOLLOW A PROPER SKINCARE ROUTINE TO GET FLAWLESS SKIN. HERE, WE HAVE MENTIONED A FEW SIMPLE YET EFFECTIVE TIPS FOR FLAWLESS SKIN.

1. CLEANSE YOUR SKIN

OUR SKIN COLLECTS IMPURITIES, DIRT, AND OIL THROUGHOUT THE DAY. HENCE, IT IS IMPORTANT TO PROPERLY WASH YOUR FACE AT LEAST TWO TIMES A DAY TO GET RID OF DIRT AND IMPURITIES. ALSO, SLEEPING WITH MAKEUP ON IS A BIG 'NO' IF YOU WANT TO HAVE FLAWLESS SKIN. THAT IS BECAUSE YOUR SKIN NEEDS TO BREATHE OVERNIGHT AND HAVING MAKEUP ON THE SKIN PREVENTS THAT, AS IT CAN CLOG THE PORES, LEADING TO BLEMISHES AND BLACKHEADS. BEFORE GOING TO BED, REMOVE YOUR MAKEUP AND APPLY A MOISTURIZER BEFORE YOU SLEEP. THIS IS ONE OF THE BEST TIPS FOR FLAWLESS SKIN. FOR BEST RESULTS WE SUGGEST SOME SKEYNDOR PRODUCTS - DELICATE CLEANSING MILK, THERMAL CLEANSING GEL, DAILY DETOX FACE WASH, SKIN FOAMING CLEANSER, SKIN PURIFYING FOAM.



2. EXFOLIATE TO AVOID BLACKHEADS



IT IS ESSENTIAL TO EXFOLIATE THE SKIN TO GET RID OF DEAD SKIN CELLS AND AVOID BLACKHEADS. USE THE RIGHT FACIAL SCRUB THAT SUITS YOUR SKIN TYPE TWO TO THREE TIMES A WEEK TO PREVENT BLACKHEADS, WHITEHEADS, AND GET CLEAR, FLAWLESS SKIN. PEOPLE WITH SENSITIVE SKIN OR DRY SKIN SHOULD APPLY A SOFT, NONABRASIVE, CREAMY EXFOLIATOR TWO TIMES A WEEK. RENEWAL PEELING CONCENTRATE & RESURFACING PEEL CLEANSING GEL ARE TWO BEST EXFOLIATORS FOR YOUR SKIN.

3. GET YOUR BEAUTY SLEEP

RAISE YOUR HANDS IF YOU BINGE-WATCH NETFLIX OR PLAY VIDEO GAMES TILL LATE NIGHT- I KNOW MOST OF YOU MUST BE RAISING THEIR HANDS NOW. IT IS PERFECTLY FINE TO ENJOY YOUR 'ME-TIME' AFTER A HECTIC DAY, BUT THAT SHOULD NOT BE AT THE COST OF YOUR HEALTH. NOT GETTING ADEQUATE SLEEP HAS BEEN LINKED TO DULL SKIN. THIS IS BECAUSE YOUR SKIN REPAIRS ITSELF AND REJUVENATES WHILE YOU ARE ASLEEP. HENCE, MAKE SURE THAT YOU GET QUALITY SLEEP EVERY NIGHT TO KEEP YOUR SKIN HEALTHY. WANT TO MAKE YOUR SKIN LOOK FLAWLESS WHEN YOU WAKE UP, TRY YOUR HANDS ON 8H NIGHT REPAIR & ETERNAL SLEEPING OIL ARE TWO BEST HOMECARE PRODUCTS.



4. INVEST IN PROFESSIONAL SKIN CARE PRODUCTS



WHEN IT COMES TO SKINCARE, YOU SHOULD CHOOSE THE BEST PRODUCTS. SELECT THE RIGHT PRODUCT THAT IS OF PREMIUM QUALITY AND HAS ADVANCED INGREDIENTS. SKEYNDOR IS THE BEST SKIN CARE BRAND IN INDIA THAT OFFERS PROFESSIONAL SKINCARE PRODUCTS- GRAB OUR PRODUCTS TO GET FLAWLESS SKIN.

5. EAT A HEALTHY & NUTRITIOUS DIET

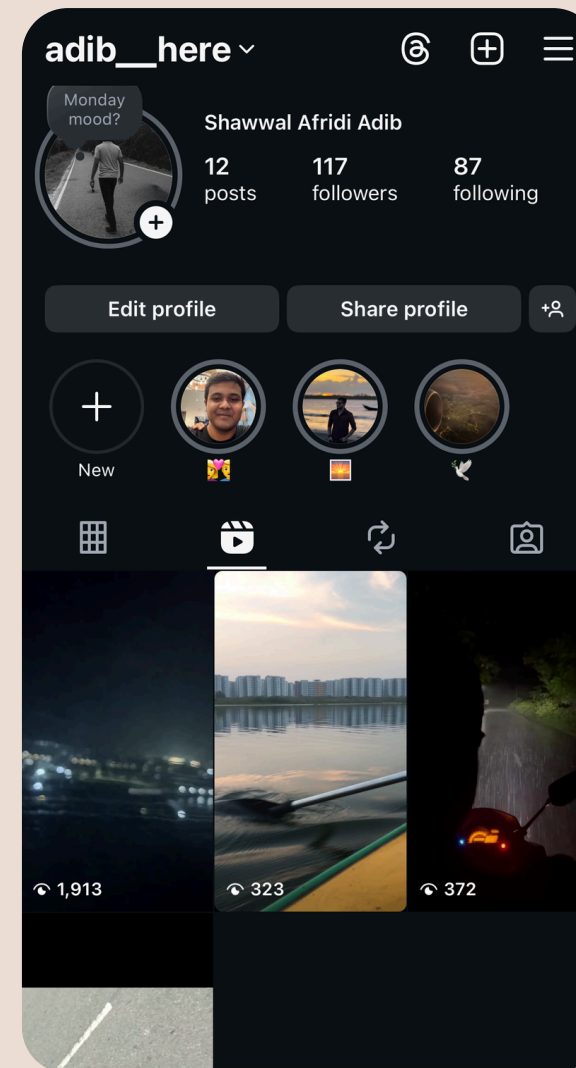
YOUR SKIN IS WHAT YOU EAT. KEEP A TAB ON WHAT YOU EAT BECAUSE THAT WILL SHOW ON YOUR SKIN TOO. EAT FRUITS, GREEN VEGETABLES, AND VITAMIN-RICH DIET TO KEEP YOUR SKIN HEALTHY. EXPERTS SAY THAT AVOIDING HIGH-SUGAR DIET, SPICY AND FRIED FOOD CAN DO WONDERS FOR YOUR SKIN. STICK TO A LOW-FAT, HEALTHY DIET FULL OF VITAMINS AND MINERALS TO KEEP YOUR SKIN GLOWING AND HEALTHY.



VIDEO WORK SAMPLES

Video and Reel work samples are shown on the Instagram Page [adib_here](#)

The Videos and the Reels are mainly made from Kinemaster and Capcut



Clear Goals

Understanding the Audience

Creative Content

Platform Optimization

Engagement and Interaction

Creating a Content

I usually begin by identifying the purpose of the post. Then I select a color palette that matches the brand identity. I design drafts on Canva and refine them based on readability and visual balance. I also look at current Instagram trends to make the content more appealing and relevant.



Here's a step by step guide to boost audience engagement and growth

- Understand Your Audience
- Post High-Quality and Relevant Content
- Be Consistent with Posting
- Encourage Interaction
- Engage with Your Audience Actively
- Collaborate with Influencers and Partners

Thank You

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