



Professional Summary

Results-driven Social Media Expert with over 5+ years of experience in Meta Business Manager verification, Facebook & Instagram advertising, and digital brand growth. Proven track record of successfully managing social media campaigns, verifying businesses, and optimizing ad performance to drive engagement and revenue. Skilled in social media strategy, paid advertising, content marketing, and analytics.

Work Experience

SOCIAL MEDIA & META BUSINESS CONSULTANT

- Successfully verified 50+ businesses on Meta Business Manager, securing ad account ownership and advanced business features.
- Managed \$100K+ in ad spend, optimizing campaigns for higher ROI and lower CPC.
- Developed customized social media strategies that increased brand engagement by 200%.
- Created data-driven content marketing plans, boosting website traffic and social media visibility.
- Provided consulting & training to businesses on best social media practices and digital growth.

Senior Social Media Manager

BIHEBARI MARRIAGE BUREAU | [2021- 2024]

- Led a team to develop high-performing Facebook & Instagram campaigns for 20+ brands.
- Executed influencer partnerships that resulted in viral marketing success and increased brand awareness.
- Achieved a 50% reduction in CPC through continuous A/B testing and optimization.
- Implemented analytics-driven marketing strategies that improved lead conversion rates by 150%.

Skills & Expertise

- Meta Business Manager Verification
- Facebook & Instagram Ad Campaigns
- Social Media Growth & Strategy
- SEO & Website Traffic Optimization
- Influencer & Brand Collaboration
- Content Strategy & Engagement Boosting
- Lead Generation & Conversion Optimization
- Analytics & Performance Tracking