

Aarif Ahmed

Social Media Specialist &
Graphic Designer



ABOUT ME

Social Media Specialist and Graphic Designer with 7+ years of experience in digital marketing, brand creation, and paid media campaigns across GCC. Proven track record in Meta Ads, content strategy, and cross-platform growth

EXPERIENCE

Present
2024

HEAD OF DIGITAL CONTENT & SOCIAL MEDIA

Fajar Al Eman Co. — Kuwait | 2024 - Present

- Led digital marketing operations including content planning, social media strategy, and Meta Ads campaign management across Facebook and Instagram — monthly ad spend KD 500-700
- Designed social media posts, flyers, brochures, and promotional materials for online and offline campaigns using Adobe Photoshop and Adobe Illustrator — 10 to 20 assets per week
- Produced and edited promotional videos and social media video content from concept to final delivery for brand campaigns
- Managed and coordinated the admin and creative team — assigning tasks, reviewing work, and ensuring project deadlines
- Handled SEO, SMM, content strategy, and website updates — tracked campaign performance using Google Analytics and social media insights and engagement

2024
2022

LEAD SOCIAL MEDIA SPECIALIST & GRAPHIC DESIGNER

Hawaii Island Co. — Kuwait | 2022 - 2024

- Managed Facebook, Instagram, and blog accounts with a combined audience of 50K+ followers
- Planned and executed 12+ social media campaigns per year and tracked performance using analytics tools
- Handled 3-5 simultaneous digital marketing and e-commerce projects from brief to final delivery
- Created and published 25+ pieces of original multimedia content monthly across multiple social platforms

2022
2020

SR. GRAPHIC DESIGNER & S.M CO-ORDINATOR

Ajax Media Tech (AMT Solutions) — India | 2020 - 2022

- Create and design visual concepts for various projects, including branding, marketing, and digital media.
- Coordinated between web designers, digital marketers, and copywriters to ensure consistent brand messaging and on-time project delivery
- Led corporate rebranding projects covering social media profiles, sales materials, and internal marketing collateral
- Analyzed consumer behavior and market trends to recommend and implement social media strategies aligned with client business goals

CONTACTS

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Hawalli - Tunis Street
Kuwait

EDUCATION

Bachelor of Computer Science
2008-2011

Diploma in Graphic Design
2015-2016

Masters in Digital Marketing (SMM)
2019-2020

SKILLS

// TECHNICAL SKILLS

SEO Tools
SMM
Adobe Photoshop
Adobe Illustrator
Photography
Video Editing Tools
IT (Hardware & Networking)

// PRO SKILLS

Problem Solving
Handling Pressure
Time Management
Teamwork

2020
2018

GRAPHIC DESIGNER

BISSKO PVT LTD SOLUTIONS – INDIA | 2018 – 2020

- Responsible for full creative development cycle — from initial concept and design to final delivery of graphics, layouts, and digital assets
- Managed digital marketing and e-commerce project execution including product visuals, promotional creatives, and campaign assets
- Designed and implemented social media strategy to support brand awareness, audience growth, and business objectives
- Proposed and executed brand promotion initiatives including contests, campaigns, and seasonal content

2018
2016

GRAPHIC DESIGNER

360 Nautica (Qatar Based Company) — India | 2016 – 2018

- Created social media design assets including posters, banners, and flyers based on brand briefs and campaign requirements
- Delivered final production-ready design files — logos, banners, UI elements, and print materials — meeting client specifications
- Collaborated with the design team to brainstorm, pitch, and execute creative concepts for client campaigns

2016
2013

IT TECHNICIAN — TECHNICAL DEPARTMENT

Al-Othaim Company — Saudi Arabia | 2013 – 2016

- Installed, configured, and maintained hardware and software systems
- Defined software, hardware, and network requirements and resolved technical issues



TECHNICAL SKILLS

- ▶ **Social Media Management:** Facebook, Instagram, Blog, Content Calendar, Community Management
- ▶ **Paid Advertising:** Meta Ads, Facebook Business Manager, Campaign Optimization, A/B Testing, LeadGeneration
- ▶ **Graphic Design:** Adobe Photoshop, Adobe Illustrator, Canva, Branding, Visual Identity
- ▶ **Video Production:** Video Editing, Reels, Promotional Videos, Social Media Video Content
- ▶ **Digital Marketing:** SEO, SMM, Content Strategy, KPI Reporting, Google Analytics, Email Marketing
- ▶ **Photography:** Product Photography, Social Media Photography, Photo Editing, Lightroom
- ▶ **Web Design:** Website Design, UI/UX, WordPress, Landing Pages
- ▶ **Tools & Tech:** Adobe Creative Suite, Video Editing Tools, Photography, IT Hardware & Networking

Name : Aarif Ahmed

Date :

EXPERTISE

DESIGNING

87%

DIGITAL MARKETING

83%

VIDEO EDITING

81%

PHOTOGRAPHY

73%

PERSONAL DETAILS

Name : **B.S. AARIF AHMED**
Civil ID No. : **290061407056**
Visa : **Transferable Iqama**
Nationality : **INDIAN**

LANGUAGES

- English
- Arabic
- Hindi
- Urdu
- Telugu

PORTFOLIO

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