



## Rafay mustafa

Virtual assistant with 3+ years of experience creating, implementing and optimizing social media strategies for companies and brands. Excellent communication skills and marketing analytics for digital branding, ensuring strong brand presence.

 Pakistan

### Work Experience (Canada, Germany, United States, Algeria, Netherlands, Pakistan)



#### Social media manager • Fiverr

December 2019 - Present

- Managed multiple social media accounts across various platforms including Instagram, Facebook and Youtube
- Established efficient workflow processes, monitored daily social media growth and implemented modifications for optimal result
- SEO optimized fashion, health, travel and technology blogs



#### Virtual artist • Instagram

September 2019 - Present

Instagram content creator and educationalist



#### Videographer • Youtube

November 2018 - Present

- Assisted in the monetization of 4 Youtube channels
- Own an educational channel
- Worked as a face of intermediate college
- Filmed and edited engaging videos suitable for multiple channels



#### Virtual assistant • Upwork

October 2018 - Present

- Managed multiple e-commerce websites along with their social media handles
- Performed publishing and editing tasks per e-shop as required
- Performed market research for multiple start ups

### Skills

- Video Editing
- Project Management
- Blog posting and editing
- Microsoft office & Google drives
- SEO Optimization
- Marketing Analytics

### Languages

- English — Native or Bilingual
- German — Intermediate