

Ahsan Mehmood

New York, NY • itsahsan.mm@gmail.com • +19292684633

Results-driven Digital Marketing and Content Specialist with 3+ years of experience leading social media, content strategy, and cross-channel campaigns that blend storytelling and performance marketing.

Experience

Muslim Hands USA Digital Marketing Specialist

Valley Stream, NY
Dec 2024 – Present

- Led a full **organizational rebrand**, developing new copy, taglines, imagery, and video assets to modernize the nonprofit's voice and strengthen its digital presence.
- Built **content calendars and annual media frameworks** that guided monthly planning for social and campaign teams, directly driving major audience growth.
- Oversaw content production for events nationwide—**filming, editing, and producing videos**—while growing social channel followers and likes (**Instagram 2.4K→4.6K, TikTok 167→1.5K / 12.1K likes, Facebook 25.3K→40K**).
- **Co-led paid strategy discussions**, ensuring content timing, visuals, and messaging aligned with Meta and Google campaigns for consistent performance across channels.

Muslim Hands USA Social Media Specialist

Valley Stream, NY
Dec 2023 – Dec 2024

- Managed and scaled all social platforms, increasing Instagram followers from 833 to 2.4K and Facebook from 95 to 25.3K through consistent content calendars and community-led campaigns.
- **Launched and grew the TikTok channel**, organically achieving **4,735 likes and 167 followers**, producing short-form videos and event coverage.
- Trained field and media teams on **storytelling, video capture, and brand consistency**, creating internal media guides and reusable content frameworks.
- Oversaw **event marketing and logistics** across multiple U.S. cities—coordinating logistics, vendors, partnerships, and influencer collaborations—while producing, filming, and editing on-site content.

Muslim Hands USA Copywriter

Valley Stream, NY
Aug 2023 – Dec 2023

- Authored the nonprofit's **initial website copy and brand voice**, optimizing SEO to help the site rank for 2.5K keywords and reach 186K total views in 2024.
- Wrote **ad copy for Google and Meta campaigns**, collaborating with the paid marketing team to analyze performance data, test variations, and refine high-converting messaging.
- Produced foundational marketing assets—**appeal booklets, flyers, newsletters, and digital media**—that strengthened campaign storytelling and brand consistency across channels.

RevoGrow Marketing Lead

Remote
Oct 2023 – Present

- Led multi-brand marketing strategy for clients across **beauty, med spa, auto, software, and property management** sectors, managing a team of 3–4 marketers to deliver cohesive cross-channel growth campaigns.
- Built **monthly content calendars and marketing guidelines** for each brand—planning platform-specific content, scheduling posts, and ensuring creative consistency across all media touchpoints.

- Drove creative ideation and trend-based strategy by providing **reel concepts, campaign angles, and growth frameworks** that helped clients stay ahead of market trends and strengthen organic visibility.
- **Developed and optimized Google and Meta Ads funnels**, ensuring alignment between paid campaigns and organic calendars.

Leadership & Activities

Freelance Content Creator & Video Producer

- Produced ads and promotional videos for small businesses, including beauty brands, a karate studio, and private events such as weddings.
- Managed the full creative process—shooting, editing, and directing—to deliver engaging, high-quality content tailored to each client’s goals.

Next Generation Pakistan

Volunteer & Social Media Lead

- Taught students at remote schools and developed **social media strategies** to increase awareness and attract new volunteers.
- Created **reel and post ideas** to boost engagement, expanding the nonprofit’s online reach and volunteer participation.

Lahore Grammar School

Head of Events & Media

- Led ideation and production for school events, creating **ads, videos, and coverage content** used to promote events before and after.
- Oversaw a small team to manage event marketing, photography, and post-event media distribution.

Skills & Interests

Marketing & Analytics: Google Ads · Meta Ads Manager · Hootsuite · Mailchimp · SendGrid · Google Analytics 4 · SEO Optimization

Creative Tools: Canva · CapCut · Adobe Photoshop · Adobe Premiere Pro · Adobe Lightroom · Adobe After Effects (basic) · Video Editing & Production

Web & CMS: Umbraco · WordPress · Landing Page Builders

Office & Productivity: Microsoft 365 (Excel, PowerPoint, Word) · Asana · Notion · Slack

Core Strengths: Content Strategy · Social Media Leadership · Copywriting & Storytelling · Short-Form Video Production · Campaign Planning · SEO Optimization · Performance Analysis

Education

FAST National University of Computer and Emerging Sciences

Lahore, Pakistan

Electrical Engineering

Lahore Grammar School

Lahore, Pakistan

GCE A-Levels