








# AZAN ASGHAR

ASPIRING WEB DEVELOPER

## CONTACT

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## EDUCATION

**Bachelor's degree**  
**BS Computer Science**  
ITU, Lahore  
2024-2028

## SKILLS

### Social Media Platforms

- Instagram
- Facebook
- LinkedIn
- TikTok

### Content Creation

- Post writing and caption creation
- Basic graphic design
- Short-form video ideas and editing

### Digital Skills

- Content planning
- Audience engagement
- Trend analysis
- Hashtag strategy

### Tools

- Canva
- CapCut
- Adobe Photoshop

## PROFESSIONAL OVERVIEW

Motivated **Computer Science student with a strong interest in social media marketing and digital content creation**. Skilled in creating engaging posts, understanding audience engagement, and using digital platforms to promote ideas and brands. Passionate about combining **creativity with technology** to build impactful online presence and grow communities.

## WORK EXPERIENCE

### Sales Supervisor & Affiliate Marketing Associate (Remote) ([Technoant](#))

- Worked remotely in affiliate marketing and sales operations, promoting services and engaging with potential clients through professional social platforms.
- Promoted company services through **LinkedIn affiliate marketing campaigns**.
- Created and shared promotional posts to generate **leads and audience engagement**.
- Managed online communication with potential customers and guided them through service inquiries.
- Supervised sales activities and supported the team in improving **conversion and outreach strategies**.
- Assisted in **content uploading and digital promotion** across online platforms.

### Achievements

- Conducted research on **content trends and audience behavior** on LinkedIn to improve post reach and engagement.
- Created and shared social media posts that achieved **high engagement through effective content strategy and timing**.
- Applied **SEO-based content writing techniques** including keyword usage, optimized captions, and hashtag strategies to improve content visibility.
- Analyzed performance of posts using engagement metrics such as **likes, comments, and impressions** to improve future content.
- Contributed to **affiliate marketing campaigns** by creating promotional posts that helped generate potential leads.