Ali Farhan

Digital Marketing Specialist | Social Media & Marketing Operations

Lahore, Pakistan · UTC+05:00 · Open to full-time remote roles and ongoing contracts
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PROFILE

Digital marketer with experience across brand activations, manufacturing content, apparel launch planning and US-market client communication. Combines audience research, social content, Meta/TikTok marketing capability and organized follow-up with practical creative and automation tools.

CORE CAPABILITIES

Social media content planning · Copywriting and brand voice · Meta campaign planning · TikTok content and creative concepts · Canva and CapCut · Shopify and WordPress content · Lead research and CRM follow-up · Reporting and marketing coordination · n8n and AI-assisted content workflows

SELECTED EXPERIENCE

Cotton Craft (Pvt.) Ltd. — Digital Operations & Growth Lead

Contract engagement · Current

- Develop product-oriented and brand content for social media, websites and marketing touchpoints.
- Support digital presence, B2B prospect research and consistent brand communication.
- Contribute to exhibition/medical-camp representation and coordination with creative and digital teams.

Ocean Edge — Apparel Marketing & Launch Project

- Conducted product, competitor and pricing research to support apparel positioning.
- Developed content directions, audience segments and a social-to-WhatsApp inquiry funnel.
- Worked on page setup, content calendars and Meta lead-generation planning.

UNISOL — Operations & IT Communication Lead

Previous engagement · US-market operations

- Supported email outreach, cold calling, lead qualification and structured prospect follow-up.
- Maintained client records and coordinated onboarding and service communication for US-market trucking operations.

Zong Franchise — Media & Operations Supervisor

Previous franchise role · Regional activation

- Coordinated regional brand activations, event stalls and local promotional visibility in the Jhang region.
- Supervised field staff, audience engagement and SIM-offer communication at promotional events.

Relizon Pharmaceuticals — IT & Digital Media Administrator

May 2017 – December 2018

- Maintained website content and supported Excel-based payroll/data digitization.

SELECTED INSPECTABLE WORK

Cotton Craft product/R&D blog · Published product how-to
Website credit: “Powered by Ali Farhan” on cottoncraftpvt.com.

INDEPENDENT PORTFOLIO WORK

Two playable vertical product-video concepts · Content calendar · Completed illustrative campaign report · Working local inquiry-triage demonstration · Paid-social setup QA. Reports use illustrative data; automation uses synthetic messages. Independent demonstrations are separate from employer work.

TRAINING & EDUCATION

DigiSkills — Digital Marketing; Communication and Soft Skills
Google Cloud — Prompt Design in Vertex AI
PVTC — Computer Application & Office Professional
Master of Library & Information Sciences, AIOU (2021–2023)
Bachelor of Library & Information Sciences, AIOU (2019–2021)

REMOTE WORKING

Available for full-time remote roles and contract work. Working-hour overlap and start date agreed per role. Existing Cotton Craft engagement is contract-based.

TOOLS

Meta Business Suite · TikTok · Canva · CapCut · Shopify · WordPress · n8n · Microsoft Excel · Generative AI content tools