MUHAMMAD SAEED

Social Media Manager, Community Manager and Digital Marketing Strategist

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PROFESSIONAL SUMMARY

Social media and community manager with 5+ years of specialized Web2/Web3 experience (and 10+ years in progressive marketing & operations) launching social channels from zero and managing established accounts and communities. Develops platform strategies, content calendars, and audience engagement across Instagram, TikTok, YouTube, LinkedIn, X, Facebook, Telegram, Discord, and Circle.so. Experienced in paid social, moderation, onboarding, and performance reporting. Grew communities to 38,000 members, scaled social followings by up to 6,000%, generated over $92M in trading volume, raised 30-day retention by 42%, and reduced response times from four hours to 20 minutes. MBA in Marketing.

TOOLS AND PLATFORMS

- **Social media platforms:** Instagram, TikTok, YouTube, LinkedIn, X (formerly Twitter), Facebook, Pinterest
- **Community platforms:** Telegram, Discord, Circle.so
- **Project & CRM tools:** Jira, Confluence, Notion, Google Workspace, HubSpot CRM
- **Creative & communication tools:** Canva, Zoom, X Spaces

PROFESSIONAL EXPERIENCE

Social Media & Community Virtual Assistant at 20Four7VA

Recent (5 Months) | Remote | United States

- Managed social media and community operations for US-based clients, overseeing cross-platform engagement, content execution, and audience communication.
- Managed, structured, and moderated an active Circle.so educational course community, facilitating member onboarding, course discussions, and community engagement.

Community and Marketing Manager at Health Tech Academy

Oct 2025 to May 2026 | Remote | Texas City, United States

- Scaled official brand channels from scratch: grew Instagram from 700 to 4,600 followers, Facebook from 400 to 6,900 followers, and launched LinkedIn from 0 to 1,000 followers.
- Launched a Circle.so community from zero to 5,000 active users in six months through structured onboarding and recurring engagement.
- Improved 30-day member retention by 42% through onboarding journeys, community programming and regular member touchpoints.
- Planned platform-specific content and publishing across the community and connected social channels, maintaining a consistent calendar.
- Ran contests, AMAs, webinars and Zoom sessions, and created social and community graphics in Canva.
- Maintained KPI dashboards, delivered weekly leadership reports in Confluence, and tracked work and sprint progress in Jira.

Community Team Lead and Marketer at DaMeta1

Apr 2024 to Oct 2025 | On-site | United Arab Emirates

- Grew brand social channels from zero: built LinkedIn from 0 to 2,000 followers, Facebook from 0 to 2,700 followers, and Instagram from 0 to 1,500 followers.
- Co-developed the project blueprint, launch documentation and go-to-market strategy from concept through launch.
- Grew Discord from zero to 6,000 members and Telegram from zero to 38,000 during launch through programming and cross-promotion.
- Led social media, content and marketing strategy across project channels to strengthen brand awareness and user growth.
- Coordinated cross-promotion with three KOL and influencer partners and managed project and launchpad partnerships.
- Supported marketing for a $2 million seed round and presale, and led eight moderators across four time zones.

Lead Community Manager and Marketer at OPUS.AI

Mar 2023 to Apr 2024 | Remote | Austin, United States

- Grew official X (formerly Twitter) from 300 to 18,000 followers, LinkedIn from 3,500 to 11,000 followers, YouTube from 100 to 2,000 subscribers, Telegram to 12,000 members, and Discord to 3,500 members.
- Developed social media strategy and produced posts, project articles, announcements and promotional content aligned with project goals.
- Organized 19 AMAs with 3,000 participants and hosted seven X Spaces that generated 1,400 new followers.
- Managed a $50,000 community marketing budget across campaigns, events and contests, reviewing results and optimizing spend.
- Connected the project team with its community and shared regular engagement and campaign analytics.

Lead Community Manager at Vingt.io

Mar 2022 to Feb 2023 | Remote | Canada

- Built Telegram from zero to 14,000 members and Discord from zero to 8,000, while supporting growth of the project X audience.
- Owned content and social media strategy and managed project communications across community channels.
- Ran AMAs, contests and campaigns to support member engagement, retention and user acquisition.
- Prepared investor materials, coordinated outreach and supported fundraising and ecosystem partnerships.
- Coordinated team activity across community management, marketing and business development.

Lead Community Manager at PiratePets

Aug 2021 to Mar 2022 | Remote | Georgia

- Reduced average response time from four hours to 20 minutes across Telegram, Discord and X through daily moderation and faster issue routing.
- Produced educational and promotional content and executed social campaigns and contests to increase engagement and awareness.
- Collected member feedback and shared recurring themes with internal teams.

Community Manager at Authentium

Dec 2020 to Aug 2021 | Remote | United States

- Increased community engagement by 70% through structured announcements, campaigns and consistent member interaction.
- Executed social and community campaigns, organized contests and promotions, and summarized member feedback in weekly reports.

Social Media & Outlet Manager at Zellbury

2015 to 2019 | On-site | Sahiwal, Pakistan

- Managed sales staff team, counter activities, customer service, and daily branch sales conversion targets.
- Handled stock audits, inventory collections, promotional discount campaigns, and staff initial onboarding and training.
- Launched localized social media channels and executed social media content strategy alongside community management.

Social Media & Outlet Manager at Limelight

2013 to 2015 | On-site | Sahiwal, Pakistan

- Supervised retail sales team, front-counter operations, and outlet performance metrics at the Sahiwal branch.
- Managed stock audits, merchandise collection, inventory flow, and visual merchandising standards.
- Participated in brand fashion walks, assisted runway models, and presented Limelight new apparel collections.
- Executed social media and content marketing strategies alongside active community engagement and customer support.

Financial Marketing & Client Relationship Manager at Exness Exchange

2009 to 2013 | Remote / Hybrid

- Acquired 157 potential high-value clients and 37 long-term trading accounts, generating over $92 Million in cumulative trading volume.
- Marketed exchange services and bridged investors and new traders through consultations and educational outreach.
- Educated clients on trading fundamentals and guided them through advanced platform features for long-term trading stability.

CORE COMPETENCIES

- **Social media management & strategy:** Channel launch and management, Web2 & Web3 growth strategy, content calendar development, brand voice, copywriting, publishing and audience scaling
- **Community management & moderation:** Community launch and growth, onboarding funnels, engagement, retention, moderation, member support, feedback collection and escalation
- **Paid social advertising:** Campaign planning and management, budget tracking, performance review, optimization and ROI analysis
- **Content and digital marketing:** Content creation, influencer and KOL partnerships, cross-promotion, contests, webinars, AMAs, X Spaces and go-to-market support
- **Analytics and operations:** KPI dashboards, performance reporting, campaign tracking, Jira, Confluence, Notion, Google Workspace, HubSpot CRM, Zoom and Canva

ADDITIONAL EXPERIENCE

Brand Ambassador, part time volunteer at SophiaVerse

2022 | Remote | United States

- Promoted the project through community channels and participated in AMAs, campaigns and ambassador initiatives.
- Shared product feedback and community insights with the core team.

EDUCATION

Master of Business Administration in Marketing

GC University, Lahore, Pakistan | Apr 2019 to May 2021

Bachelor of Business Administration in Marketing

COMSATS University, Sahiwal, Pakistan | Feb 2015 to Mar 2019

CERTIFICATIONS

- Google AI Essentials from Google; Jira Fundamentals from Atlassian; HubSpot Content Marketing from HubSpot Academy; Claude and AI Workflows from Anthropic AI Academy.
- **Languages:** English and Urdu