

Muhammad Bilal

Content Creator & Social Media Manager | Video Production

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Content creator and social media manager with six years producing short-form and long-form video for brands in Pakistan, the US, the UAE and Japan.

Currently manage a Karachi auto care brand's social presence — an audience of 11,800+ on Instagram, with content driving over 700,000 views last quarter.

Previously grew a client YouTube channel to 641.7K views, 15.2K watch hours and 1,500+ subscribers in ten weeks.

I run the full pipeline — strategy, scripting, shooting, editing, publishing — then read the analytics and adjust. Alongside production I manage Meta Ads campaigns end to end, reporting on CPM, CTR, cost per click and cost per lead.

Portfolio: ghazibilal.com

Work Experience

Content Creator & Social Media Manager

Bubbles Car Care-Karachi

March 2025 to Present

1. Own end-to-end content production: concept, scripting, shooting, editing and publishing across Instagram, YouTube and Facebook.
2. Manage a social audience of 11,800+ followers; content generated over 700,000 views in the most recent quarter.
3. Produce a weekly YouTube episode plus short-form reels, using a batch system that turns a single shoot day into a multi-episode series.
4. Plan and run Meta Ads campaigns — objectives, audience setup, creative testing and budget management — reporting on CPM, CTR, CPC, hook rate and cost per lead.
5. Build the monthly content calendar across top, middle and bottom-of-funnel content, adjusting creative direction from reach, retention and click data.

Social Media Manager & Content Creator (Remote)

JOJO International-Karachi

June 2024 to Present

1. Handle social media operations for a Japan-based automotive export business — Instagram, Facebook and WhatsApp Business — coordinating across a significant time-zone difference.
2. Ran publishing through Buffer — scheduling, content planning and consistent posting cadence — and produce vehicle listings, brochures and short-form video for print and digital; continue to cover corporate events on a project basis.

Freelance Content Creator & Social Media Manager

Self-Employed / Remote Work (Online Projects)-Karachi

2020 to Present

1. Movement (Streetwear): Directed creative and content strategy for the Movement x Adeel Uz Zafar collection launch — a Pakistani streetwear brand's collaboration with a nationally recognised

contemporary artist. Shot and produced the full campaign set: pre-hype and packaging reels, social post reels, AI-generated video, motion graphics and story content. Launched at Sanat Art Gallery, Karachi, with coverage in The Express Tribune and Arab News.

2. PakRef: Built and ran the full YouTube content strategy — scripting, editing, thumbnails, titles and upload schedule. Result: 641.7K views, 15.2K watch hours and 1,500+ subscribers in ten weeks. Case study at ghazibilal.com.

3. Property and brand video production for two US real estate businesses, plus short-form social content for clients in the UAE and Pakistan.

4. Design and build client websites and landing pages.

Social Media Content Creator

Keach Technologies-Karachi

May 2025 to February 2026

1. Produced creative content for 10+ client and in-house brand accounts simultaneously, spanning business coaching, hospitality, healthcare, title insurance, real estate rentals, home décor and creative services.

2. Served predominantly US-based clients — medical practices, physician personal brands, property rentals and title insurance — alongside Pakistani accounts.

3. Built the full creative output per account: static posts, short-form reels, story content, brand graphics and print collateral.

4. Applied AI-assisted editing and scripting workflows across accounts, cutting turnaround time while holding brand voice; managed the whole portfolio part-time on evenings alongside a full-time in-house role.

Social Media Marketer

Inoviotech-Karachi

August 2024 to April 2025

1. Managed social media for the company's brands, including AI Horizon LLC — its UAE-facing enterprise AI venture.

2. Produced AI-generated video and ran end-to-end social media management for AI Horizon, positioning it within the Middle Eastern tech sector.

3. Produced and scheduled B2B content across LinkedIn, X and Instagram; audited weekly performance to optimize hooks for high-value lead generation.

Education

Public Administration (Master's Degree)

Karachi University-Karachi

February 2025 to December 2027

Public Administration (Bachelor's)

University of Karachi-Karachi

2020 to 2025

Skills

- Social Media Management
- Adobe Photoshop
- Scriptwriting
- Campaign Optimization
- Content Strategy

- Video Editing
- Video Production
- Short-Form Video (Reels, Shorts, TikTok)
- Motion Graphics
- AI Video Generation
- Adobe Premiere Pro
- Adobe After Effects
- Storyboarding
- Content Calendar Planning
- Adobe Illustrator
- Graphic Design
- DaVinci Resolve
- Instagram Marketing
- CapCut
- Canva
- Meta Ads Manager
- Meta Business Suite
- Buffer
- YouTube Studio
- Web Design (WordPress)
- Copywriting
- YouTube Channel Management
- Analytics & Reporting

Languages

- English - Intermediate

Links

<http://www.ghazibilal.com>

Certifications and Licenses

Free Graphic Design Online Course from EDUCBA

Introduction to Project Management from Simplilearn