

Muhammad Abdullah Imran Tahir

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Professional Summary

Digital and social marketing specialist with 6+ years of experience in finance, tech, events and professional services industries.
Skilled in the Adobe suite for design and video, analytics tools, and web development.

Experience

Qatar Financial Centre

Doha, Qatar

Content Developer – Social Media

May 2023 – Present

- Developed a comprehensive social media marketing strategy, content management plan, and equipment library.
- Produced and edited all social media content, resulting in over 5 million organic views on LinkedIn and Instagram.
- Achieved audience growth from 5K to 50K on Instagram and 50K to 70K on LinkedIn within a year, with \$0 ad spend.
- Implemented systems to enhance automation, streamline content management, optimize editing workflows, and track KPIs.
- Devised an internal communications strategy, incorporating social employer advocacy tools and creating video content for events.

Grayling

Brussels, Belgium

Account Executive – Public Affairs and PR

Jan – Apr 2023

- Conducted research for tech and sustainability clients, including social/web audits, campaign messaging, and media monitoring.
- Drafted monitoring reports on EU policy changes (Data Act, CSAM, GDPR) for 8 global clients in tech and trade sectors.
- Led the integration of new tools (TalkWalker, MeltWater) for effective media listening to support research teams.
- Facilitated public engagement and networking events for clients and European Parliament members to enhance public discourse.

Boston Consulting Group (BCG)

Dubai, UAE / Doha, Qatar

PA Marketing Intern – Technology, Media & Telecommunication (TMT)

June-Aug 2022

- Supervised a team of outsourced designers to support the production of data visualizations for reports and digital marketing.
- Designed and implemented over 30 visualizations from reports and conferences for LinkedIn marketing purposes.
- Introduced the design tool Figma to the PA marketing team, enhancing in-house design processes and cost efficiency.

Qatar Foundation

Doha, Qatar

Film Specialist

Dec 2022

- Independently produced and edited over 5 social content pieces with motion graphics, achieving a total of 1.5 million views.
- Captured and edited footage for events: World Cup, D'reesha, and DohaDebates, optimizing content for social platforms.

Newsroom and Digital Intern

Feb 2020 – March 2021

- Produced a compelling feature story for 25th-anniversary "Turning Back the Clock"; earning the Best English story Beats Award.
- Managed the QF Website using Contentful, providing regular reports on web analytics to generate actionable insights.

Host Broadcast Services (HBS) – FIFA World Cup Qatar

Doha

Qatar

Film Assistant – Information Team

Oct – Nov 2022

- Lead project to interview and gather feedback from 40+ global broadcasters to produce infographics for broadcaster portal.
- Produced 6 explainer videos for FIFA broadcaster portals to promote culture and services offered.

Memac Ogilvy WPP - Qatar Tourism

Doha, Qatar

Design and Social Intern

Jan – July 2022

- Lead the data gathering and design process for a 29-paged Creator Toolkit for international influencers visiting Doha.
- Consulted to improve the design workflow, implemented and onboarded social team onto Figma and produced 50+ posts.

Education

- **Northwestern University (BSc. Journalism and Strategic Communication): GPA 3.95**
Qatar Foundation Merit Scholar, Dean's Scholastic High Honors, President Debates, Winner Qatar Universities Debate League.
- **Aitchison College (A/O Levels): Top 5%**
Secretary General Science Society, Head of Event of the Science & Engineering Concept III

Certificates

- Project Management Institute (PMI) - Agile Foundations (Nov 2022)
- The Chartered Institute of Marketing (CIM) - B2B Digital Marketing Strategy (Sep 2022)
- Google - Google Analytics Individual Qualification (Dec 2021)
- Twitter Flight School - Creating Videos for Twitter (Nov 2021)