

ASFAR ISMAIL

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SUMMARY

Started the career as Site Engineer & Supervisor. Later, I joined the Flowserve Corporation as Document Controller & Technical Data Processor. I finally figured that these are the careers which I love and enjoy to do so in full time. I am an Entrepreneur, Digital Marketer, Document Controller and Meme Creator.

EXPERIENCE

R.K Constructions | Tirupur, India.

Site Engineer & Supervisor

- Inspected project sites to monitor progress and ensured design specifications as well as safety and sanitation standards are being met.
- Guided managerial and industrial personnel by providing technical advice regarding design, construction, structural repairs, and program modifications.
- Oversaw all construction, maintenance, and operations activities on project sites.

Flowserve Corporation | Chennai, India.

Document controller & Technical Data Processor | January 2017 – December 2019

- Developed and maintained document control processes for the efficient management and recording all Documentations.
- Demonstrated proficiency with large-scale Document Control management software (ACONEX).
- Archived /Scanned/Printed – Renamed, recorded and filed incoming hard or electronic copies of Drawings (Internal and External).

- Recorded, checked and tracked all incoming and outgoing project documents.
- Processed and recorded incoming and outgoing vendor data and engineering design drawings.
- Ensured that all the relevant Project documentation are registered / maintained in the Electronic Document Management System (EDMS).
- Maintained all tracking records and ensured that they are initialed when a file is taken from the filing Room.
- Liaised with Project Management & team, Client and Sub-contractors effectively and resolve problems and issues relating to documentation.
- Maintained a safe and secured working environment within Document Control.

Meme Creator | 2014 – Present | Freelancing

- Developing snackable visual content, GIF's, memes, animated artwork, short-form videos and dynamic media assets.
- Recommending and developing new kind of contents.
- Collaborate with the admins/clients to create and publish content day to day.
- Understanding the importance of brand identity and standards.

Pages and groups manager | 2014 – Present | Freelancing

- Publishing posts to keep engagement with the audience/network.
- Delete/remove the posts which may not meet the requirements or follow the regulations.
- Working with marketing operations team to measure web traffic to content (e.g. Conversion and Bounce rates), as well as leverage data to determine overall effectiveness of created content.
- Growing the audience and engagement rate using strategies.
- Collaborate with other creators to come out with vital strategies and contents which favors the page/group.

- Coordinating the members/admins and guiding them to reach our future vision.
- Promoting content on social networks and monitor engagement (e.g. Comments and Shares)

Content Promotor | 2016 – Present | Freelancing

- Identifying customer needs and recommend new topics.
- Working with customer to determine goals and distribution methods of contents.
- Demonstrating and providing information on promoted products/services.
- Creating a positive image and lead consumers to use it.
- Distributing product samples, brochures, flyers etc. to source new sales opportunities.
- Reporting on demonstration related information (interest level, questions asked, number of Samples/flyers distributed etc)

Facebook and Instagram Marketing Expert | 2018 – Present | Freelancing

- Helping clients improve on their Return on Investment (ROI) via marketing campaign on both Facebook And Instagram.
- Introducing and driving the adoption of key Facebook marketing tools.
- Giving high recommendations on Facebook and Instagram Advertising solutions.
- Giving coaching and consulting with clients to achieve greater Ad product performance.
- Building relationships with customers and the community to promote long term business growth.
- Amazing interpersonal communication and cultural/global awareness.
- Developed and implemented new social media strategies and plans to attract potential clients and increase brand awareness.
- Increased the number of followers on Instagram by 400% and on Facebook by 350% within one year and pro-actively participated in team meetings with executives.

Google AdSense Marketing Campaign Expert | 2020 – Present | Freelancing

- Creating online marketing strategies and developing digital advertising campaigns from small to large Business using Google’s keyword and auction-based, pay-per-click strategies.
- Determining appropriate bids for Ads to appear on Google’s Search and Search Partner’s Network and Google’s Display Network.
- Optimizing and improving the performance of the online campaigns based on data and report analysis.

SKILLS

- Microsoft Office
- Data Analytics
- ACONEX
- AutoCAD
- Search Engine Optimization (SEO) & Search Engine Marketing (SEM)
- Social Media Marketing
- Customer Relationship Management (CRM)

EDUCATION

- Diploma in Civil Engineering
- SSLC

NOTABLE WORKED PROJECTS AS DIGITAL MARKETER

Film/Entertainment

- Inmai (Navarasa)
- Boomika

- Bigg Boss (Tamil)

REALITY SHOWS

- Participant of “Thee Paravattum – Vadivelu special” at Kalaigyar Television.
- Invited as a participant on “Neeya Naana – Meme Creators vs Bloggers” at Vijay Television.
- Invited as debater on “Vivaadha Medai – Influence of Social Media among Public” at Polimer Channel.

ACHIEVEMENTS AS DOCUMENT CONTROLLER

- Promoted as a Team Leader at Flowserve Corporation on 2019.
- Awarded as the Employee of the Year 2019.

LANGUAGES

- English
- Tamil
- Arabic
- Hindi

INTERESTS

- Reading books
- Investing

PERSONAL PARTICULARS

Gender	Male
Date of Birth	04 th August 1998
Address	2B, TPM Nagar, Thulasendhirapuram, Sirkali taluk, Mayiladuthurai district,

	Tamilnadu, India. Pincode - 609102
Passport Number	S8423395

Declaration:

I hereby declare that all the particulars given in this document are self attested and acknowledged.

(Asfar Ismail)