



# Shahbaz Ali

Retail Assistant and Soial Me-  
dia Specialist

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## Languages

Urdu

English

## About

With a foundational background in customer service and social media manage-  
ment, I excel at creating engaging content and ensuring superb client interactions.  
My tenure as a Shop Assistant has endowed me with essential retail skills, including  
maintaining an organized sales floor and efficient payment processing. Fluent in  
basic Urdu and English, my versatility and collaborative spirit make me an asset to  
any retail team.

### BRANDS WORKED WITH

Outfitters

Punjab Restaurent

Securitybae.com

Sociogenic

## Experience

### ● Social Media Specialist

Sociogenic | Nov 2022 - Feb 2024

American Lyceum Created a new social media campaign on 5 different  
social networks

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• Managed 4 social media accounts Spearheaded content Writing on So-  
cial media Managed social media accounts and connected with popular  
influencer in the niche Collaborating with other team members to create  
content and trending ideas.

### ● Restaurant Manager

Punjab Restaurent | Jan 2021 - Jan 2023

Desi cuisine Restaurant Customer Service

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• Managed Social Media Accounts Facebook Ads Processing customer  
payments at the checkout point/till

### ● Cybersecurity provider

Securitybae.com | Jun 2021 - Dec 2022

Designed Documents

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• Filed reports, gathered information and performed research Managed  
Social Media Accounts.



### ● Retail Assistant

Outfitters | Jan 2020 - Jan 2020

Clothing Brand Customer service

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• Processing customer payments at the checkout point/till Collaborating  
with other team members to keep the sales floor area clean and organ-  
ised at all times

## Education & Training

2024

### ● University of Derby

Master of Science,

2017

● The University of Lahore

BS.Media and Mass Communication,