

# MISBAH AHMAD

## UGC Creator | Social Media Manager | Content & Campaign Strategist

Lahore, Pakistan (Open to Remote) | misbahugcwork@gmail.com

Portfolio: <https://ugcbymysbah.com> | LinkedIn: <https://www.linkedin.com/in/misbah-ahmad-401076214>

## PROFESSIONAL SUMMARY

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UGC Creator and Social Media Manager with 4+ years of experience in user-generated content (UGC) creation, social media management and campaign management. Produced 50+ hook-first short-form video ads for beauty, skincare, healthcare, tech, lifestyle and travel brands in the US, UK and Pakistan, including monthly retainer clients. Manages UGC creation end to end, from creative strategy and scripting to filming, editing and delivery for Meta and TikTok. Built a 70K organic Instagram following and holds a 5.0 rating with a 100% Job Success Score (JSS) on Upwork.

## WORK EXPERIENCE

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### UGC Creator

Freelance (Upwork and Direct Clients) | Remote | Mar 2022 – Present

- Produced 50+ hook-first short-form video ads for beauty, skincare, healthcare, tech, lifestyle and travel brands in the US, UK and Pakistan, including monthly retainer clients.
- Create talking-head testimonials, product demos, unboxings, GRWMs, AI UGC and Canva UGC, delivered ad-ready for Meta (Facebook and Instagram) and TikTok.
- Manage UGC creation end to end: creative strategy, hook-first scripting, filming and CapCut editing, with hooks built to capture attention in the first 3 seconds.
- Presented long-form brand videos (4–8 minutes) for LeBron Production.
- Maintain a 5.0 rating and 100% Job Success Score on Upwork, with every project won through client invites.

### B2B UGC and Tech Content Creator

SaaS Lead Flow (B2B SaaS) | Contract | United States (Remote) | Aug 2024 – Present

- Create B2B user-generated content and tech videos for a SaaS company, including lead generation explainers, service-based content and product walkthroughs.
- Turn software features and business concepts into clear short-form videos for business audiences on LinkedIn and other social channels.
- Plan, script, film and edit on-camera content that supports the brand's LinkedIn marketing and social media presence.

### In-House UGC Creator and Social Media Coordinator

AccuFix Cosmetics Pvt. Ltd. | Part-time | Lahore, Pakistan | May 2024 – Jun 2025

- Created daily social media content and served as the on-camera face of the brand's videos.
- Managed weekly and monthly content calendars to keep social media channels consistent and on schedule.
- Led campaign ideation and in-house brand strategy for product launches and marketing goals.
- Supported aesthetics marketing and managed PR for the brand's clinic.

### Bridal Campaign Manager and In-House UGC Creator

Meanstream Salon | Contract | Lahore, Pakistan | Oct 2023 – Dec 2023

- Managed the salon's bridal marketing campaigns, from creative direction to execution.
- Created in-house UGC and social media content to promote the salon's bridal services.

## Social Media Manager

Euphoria XR | Lahore, Pakistan | Oct 2021 – Aug 2023

- Managed the company's social media accounts, content and posting schedule.
- Created Instagram Reels and short-form videos for the brand.
- Brought fresh content ideas and planned social media campaigns to build brand awareness and engagement.

## EDUCATION

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BS in Education (Professional Teaching) | University of Education, Lahore, Pakistan | Nov 2019 – Nov 2023

## SKILLS

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**UGC and Content Creation:** User-Generated Content (UGC), UGC Creation Management, Short-Form Video, Video Ads, Ad Creatives, Hook-First Scripting, Talking-Head Testimonials, Product Demos, Unboxings, GRWM, AI UGC, Canva UGC, On-Camera Talent, Long-Form Presenter Videos, Video Editing, Creative Strategy

**Social Media and Campaigns:** Social Media Management, Social Media Marketing, Campaign Management, Campaign Planning, Content Calendar Management, Content Strategy, Brand Strategy, B2B Content, LinkedIn Marketing, PR

**Platforms and Tools:** TikTok, Instagram Reels, Facebook, Meta, LinkedIn, CapCut, Canva, Upwork

## ADDITIONAL INFORMATION

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Portfolio: <https://ugcbymysbah.com>

Instagram: 70K organic followers | Upwork: 5.0 rating, 100% Job Success Score

Languages: English (Professional Proficiency)