HARIS RANA

Social Media Growth Strategist

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harisrana.com

8M+	1.7B+	62+	$1M+
YouTube subscribers across 20 channels managed	Lifetime views on those channels	Videos published a day with an 11-person team	Revenue earned by the accounts I managed

PROFILE

Social media growth strategist working with clients since 2017, nine years and counting. I have run content, YouTube SEO and monetization for some of Pakistan's biggest history, politics and news channels, managed 15+ public figures across YouTube, Facebook, TikTok, Instagram, X and SnackVideo, and led an 11-person production team publishing 62+ videos a day. I grow audiences organically, because real growth comes from understanding people, not just algorithms.

KEY ACHIEVEMENTS

- Grew engagement by 23% in 3 months and 67% in 6 months through organic content strategy, with zero paid boosting.
- Generated $514K+ in in-stream ad revenue for creators I managed, purely through organic growth.
- Employee of the Month, January 2025 (999 Communications), for maximizing YouTube and Facebook in-stream ad revenue.

EXPERIENCE

Head of Social Media Marketing

May 2026 - Present

Asif Traders by MSD · Lahore, Pakistan · Full-time

- Lead brand structure, content planning and social media advertising for a premium tyre and alloy rim retailer with branches in Lahore, Islamabad and Karachi.
- Run a content team (graphic designer, video editor, on-camera host) publishing across YouTube, Facebook, Instagram, TikTok, LinkedIn, X, Threads and WhatsApp Channel.
- Manage partner and brand accounts, event activations and monthly social media performance reports for the Managing Director.

Operations Manager & Social Media Strategist

Present

Digital Fidelity Studios · Lahore, Pakistan · Music production house of Mekaal Hasan

- Run day-to-day studio operations and coordinate creative direction with the founder and creative director.
- Lead multi-platform content (YouTube, Instagram, Facebook, TikTok, X, WhatsApp Channel): Shorts series, channel optimization, captions and playlists.
- Produce electronic press kits and partner documents for international tours and festivals, manage YouTube Content ID claims, and hire for video and production roles.

Founder & Lead Social Media Strategist

Mar 2021 - Present

Tech Inventory · Lahore, Pakistan · Self-employed, hybrid

- Launched and scaled a digital agency serving international clients through Upwork, Fiverr and LinkedIn.
- Directed growth and content strategy for brands and creators with a combined reach of 8M+ subscribers.
- Won long-term creator and business contracts through cold email and LinkedIn lead generation, and led the monetization strategies behind $1M+ in revenue for managed accounts.

Social Media Manager

May 2025 - Jan 2026

XiHawks · Remote · Part-time

- Built daily, weekly and monthly content calendars from topic and competitor research.
- Applied YouTube SEO and keyword research to drive significant channel growth, adjusting strategy as competitors moved.

YouTube SEO Manager

Apr 2025 - Sep 2025

LimeoX LLC · Sargodha, Pakistan · Full-time

- Grew the company's YouTube channel from scratch with video guidelines and strategy built on competitor analysis.
- Optimized new and existing videos to hold top-10 positions in YouTube search.

Social Media Manager

Jun 2022 - Feb 2025

999 Communications · Lahore, Pakistan · Full-time

- Led an 11-person production unit of camera operators, video editors and graphic designers, planning rosters around each week's workload.
- Published 62+ long and short-form videos a day while keeping strict quality control and guideline compliance.
- Grew Facebook and YouTube pages from scratch through keyword research; streamed exclusive live events and election broadcasts.

Social Media Representative

Nov 2021 - Jun 2022

PNN News · Lahore, Pakistan · Part-time

- Broadcast on-air shows, live events, interviews and podcasts; designed carousels, posters and thumbnails to brand guidelines.

EARLIER EXPERIENCE

Client Sales Executive, Tech Harbor Services, Lahore — Jun 2021 - Jun 2022

Sales Representative, Bhutta Mobiles, Arifwala — Sep 2020 - May 2021

Senior Travel Consultant, EasyTrip Travels & Tours, Arifwala — Nov 2017 - Jan 2019

SKILLS

Strategy: Social media strategy, content strategy, YouTube SEO, keyword research, social media optimization (SMO), content calendars, competitor analysis, brand strategy

Growth & revenue: YouTube monetization, in-stream ad revenue, organic growth, social media advertising, analytics and reporting, community building

Production: Video editing, live streaming, Shorts and Reels, thumbnails, posters and carousels, UI/UX design, AI tools for scripts, graphics and B-roll

Tools: YouTube Studio, Meta Business Suite, Buffer, Hootsuite, OBS Studio, Adobe Creative Cloud, Canva, CapCut, Microsoft Office, CRM tools

Leadership: Team leadership, rosters and workflow planning, hiring, client management, partner accounts

SELECTED YOUTUBE CHANNELS MANAGED

Dekho Suno Jano, Orya Maqbool Jan, Faisal Warraich, Big Socho, Tellings with Imran Shafqat, Sayastan with Gohar Butt, Insight by Moazzam Fakhar, Imdad Soomro

EDUCATION & CERTIFICATIONS

UI/UX Design Certificate, Google — Dec 2024

Faculty of Arts (FA), Allama Iqbal Open University — 2022

Matriculation, BISE Sahiwal — 2014

Certifications: Social Media SEO and SMO, Digital Marketing, Professional UI/UX Design

Languages: English, Urdu, Punjabi

Live portfolio with channel stats and YouTube Studio dashboards: **harisrana.com**. Book a free 30-min call: **calendly.com/harisrana/30min**.