ABDULLAH BUTT

Social Media Manager | Digital Marketing Specialist

London, United Kingdom • +44 7742 738569 • hello@mister-abdullah.com
linkedin.com/in/abdullah-butt • mister-abdullah.com • 760K+ TikTok • 64K+ YouTube • 49K+ Instagram

PROFILE

Social media manager with a BS in Computer Science and a Master's in Digital Marketing from Ravensbourne University London. Over eight years growing organic brand presence through short-form video, audience retention, and search visibility, turning viewer attention into measurable business outcomes.

KEY RESULTS

- 69M+ organic views across TikTok and Instagram for a UK influencer marketing programme (41.5M TikTok, 27.5M Instagram).
- 873K+ combined followers built organically across TikTok, YouTube, and Instagram.

CORE SKILLS

Content & Video: short-form production (TikTok, Reels, Shorts), Premiere Pro, CapCut, Photoshop, Illustrator, drone cinematography

Social Media Marketing: multi-platform channel management, content calendars, brand alignment, audience retention

Data & Analytics: on-page SEO, campaign analytics and reporting, conversion and lead tracking, Microsoft Excel

EXPERIENCE

Content Creator (Part-time), Temu UK Influencer Marketing Programme Aug 2024 – Nov 2025
London

- Produced high-retention short-form video for TikTok and Instagram; tested 3-second hooks, pacing, and native captions to reduce drop-off.
- Delivered 3–4 high-impact assets per month aligned with UK digital marketing campaigns.

Content Creator & Brand Strategist (Part-time), RSA Services Ltd Feb 2025 – Feb 2026
London

- Produced and presented promotional reels for a UK visa consultancy, pinned to the client profile to drive inquiries; restructured bio and grid consistency.
- Directed, filmed, and edited two sponsored international travel campaigns across Germany and Amsterdam.

Social Media & Content Specialist (Self-employed) Jul 2018 – Present
YouTube, TikTok, Instagram

- Built an organic audience of 873K+ followers through data-driven testing and consistent scheduling.
- Partnered with hospitality venues, consumer tech brands, and online retailers on sponsored content generating trackable footfall and sales.
- Managed channels end-to-end: scripting, filming, multi-camera editing, colour grading, SEO captions, and community engagement.

Digital Marketing Manager & Customer Services, Mohid Estate Dec 2017 – Jan 2023
Real Estate & Construction • Lahore, Pakistan

- Led digital marketing and social strategy for five years, aligning property campaigns with sales pipeline objectives.
- Operated aerial drone cinematography for commercial site marketing; monitored lead funnels and tracked qualified inquiries in Excel.

Social Media Manager, Waleed Caterers Jan 2023 – Jul 2023

- Revamped brand social presence across food and hospitality channels, including menu photography and short-form video.

ADDITIONAL EXPERIENCE

Customer Services & Security Officer (Part-time), OCS Group Nov 2024 – Present

- Ensured public safety and visitor service at high-traffic London sites, including Southwark Council and Hammersmith Broadway Shopping Centre; received the MD's Best Customer Service Award.

Steward & Security Operative, Cronos Protection Oct 2023 – Nov 2024

- Handled security and crowd management at stadiums, events, and shopping malls.

EDUCATION & CERTIFICATIONS

Master's, Digital Marketing, Ravensbourne University London (2023–2024) • BS Computer Science, University of Central Punjab (2016–2022)

Graphic Design Short Course, NeXskill (2023) • SIA Door Supervisor • ACT Security • ACT Awareness • Fire Warden • First Aid

INTERESTS

Vlogging • Cycling • Music • Travelling