

Hammmad Habib

 SOCIAL MEDIA MANAGEMENT & CONTENT GROWTH PARTNER

website:

www.hammmadhabib.com

About Me

I'm Hammad Habib, a results-driven Social Media Manager and Content Strategist with 5+ years of hands-on experience helping businesses grow their online presence, build authority, and turn content into real business opportunities.

I don't believe in posting for the sake of posting.

My approach is strategy first, content second, results always.

I've worked with startups, service providers, consultants, real estate brands, SaaS companies, and personal brands — managing everything from content planning to execution and optimization.



What I Help Businesses Achieve

Most clients come to me with one or more of these problems:

- Inconsistent or low-quality content
- Low engagement and poor reach
- No clear content strategy
- Social media not generating leads
- Lack of time or internal expertise





My goal is simple:

- ➔ Turn your social media into a predictable growth channel
- ➔ Build trust with your audience
- ➔ Support your business goals (leads, inquiries, visibility)



My Core Services



SOCIAL MEDIA STRATEGY & PLANNING

- Niche-specific content strategy
 - Audience research & positioning
 - Platform-specific growth approach
 - Monthly content calendars
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CONTENT CREATION

- Short-form videos (Reels, Shorts, TikToks)
 - Static posts & carousels
 - Captions optimized for engagement & clarity
 - Brand-consistent visuals
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ACCOUNT MANAGEMENT

- Posting & scheduling
 - Profile optimization
 - Basic community engagement
 - Consistency & quality control
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PERFORMANCE TRACKING

- Monthly reports
 - Engagement & reach analysis
 - Content improvement insights
 - Strategy refinements
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Why Clients Choose Me

- ✓ I think like a business partner, not just a freelancer
- ✓ I focus on long-term growth, not vanity metrics
- ✓ I communicate clearly and consistently
- ✓ I respect deadlines and brand standards
- ✓ I bring structure to chaos

Ideal Client Fit

I work best with clients who:

- Want consistent, professional content
- Understand social media is a long-term asset
- Value strategy, not shortcuts
- Are open to collaboration



Platforms I Work With



Facebook



PAGE OPTIMIZATION & EVALUATION

- Profile and cover optimization for branding & clarity
- Bio, CTA button & service sections setup
- Page audit to identify gaps in reach, engagement & trust
- Competitor benchmarking within your local or industry market

CONTENT STRATEGY & CREATION

- Educational, promotional & trust-building posts
- Visual posts, short videos & carousels
- Content themes aligned with business goals (leads, awareness, authority)

CAPTIONS, HASHTAGS & SCHEDULING

- Clear, conversational captions optimized for Facebook's algorithm
- Relevant hashtags (limited, strategic use)
- Scheduling for peak audience activity

COMMUNITY & GROWTH SUPPORT

- Engagement prompts (comments, shares)
- Story posting for visibility
- Performance tracking & content refinement



Instagram

PROFILE OPTIMIZATION

- Bio optimization (clarity + conversion)
 - Highlight structure & naming strategy
 - Visual consistency audit (feed alignment & branding)
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COMPETITOR & MARKET ANALYSIS

- Review of competitor content formats
 - Gap analysis (what they miss, what we leverage)
 - Trend alignment without copying
-

CONTENT STRATEGY & CREATION

- Reels (educational, promotional, authority-based)
 - Static posts & carousels
 - Content pillars & posting cadence
 - Script assistance for short-form videos
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CAPTIONS, HASHTAGS & SCHEDULING

- Hook-based captions (scroll-stopping first lines)
 - Hashtag research (niche + reach + brand tags)
 - Optimal posting schedule
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STORIES & HIGHLIGHTS

- Daily/weekly story posting
 - Polls, Q&As & engagement stickers
 - Highlight covers & content organization
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LinkedIn

PROFILE & PAGE OPTIMIZATION

- Headline & about section optimization
 - Company page positioning for authority
 - CTA clarity (services, booking, contact)
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COMPETITOR & INDUSTRY RESEARCH

- Industry voice & content style analysis
 - Authority positioning gaps
 - Topic mapping for thought leadership
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CONTENT STRATEGY & CREATION

- Educational & insight-driven posts
 - Carousel content (slides-based storytelling)
 - Founder-led personal branding content
 - Value-driven posting (not promotional spam)
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CAPTIONS, SCHEDULING & GROWTH

- Professional but human captions
 - Comment-driving post structures
 - Strategic posting times
 - Consistency & brand tone alignment
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TikTok

ACCOUNT EVALUATION & OPTIMIZATION

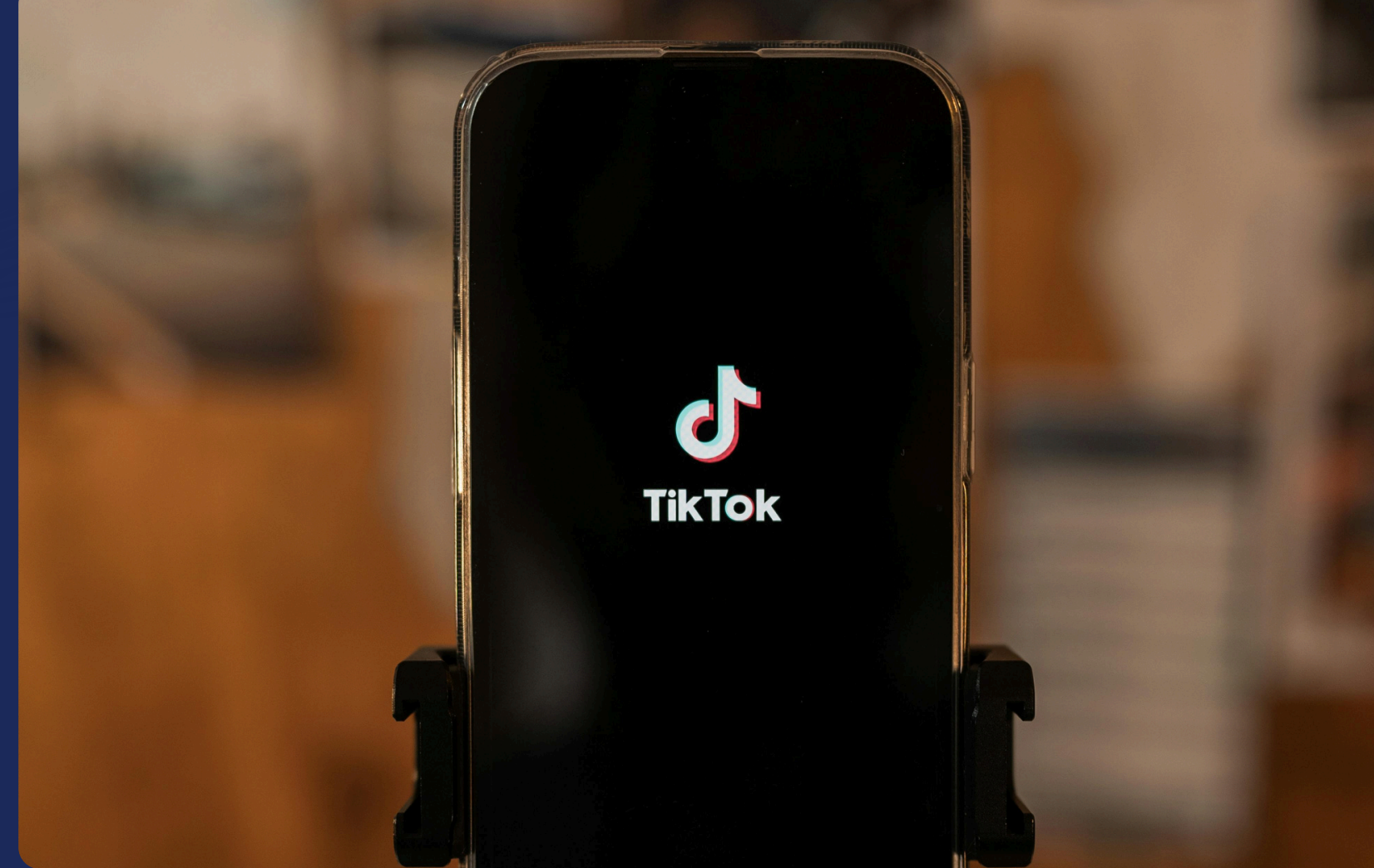
- Profile clarity & niche positioning
 - Bio optimization for visibility & trust
-

CONTENT STRATEGY

- Trend-aligned but niche-relevant ideas
 - Hook-first video structures
 - Short-form storytelling approach
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VIDEO SUPPORT

- Script guidance
 - Caption optimization
 - Hashtag research (trend + niche)
-



POSTING & OPTIMIZATION

- Consistent posting strategy
 - Performance-based content refinement
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YouTube

CHANNEL OPTIMIZATION

- Channel bio & branding audit
 - Banner & positioning recommendations
 - Content categorization & structure
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CONTENT STRATEGY

- Long-form video topic planning
 - Shorts strategy for reach & discovery
 - Series-based content planning
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VIDEO OPTIMIZATION

- SEO-friendly titles & descriptions
 - Tags & keyword placement
 - Custom thumbnail direction (design guidance)
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ENGAGEMENT & RETENTION

- End-screen recommendations
 - Call-to-action placement
 - Watch-time improvement strategy
-



Twitter / X

PROFILE OPTIMIZATION

- Bio positioning for authority & clarity
 - Profile alignment with brand voice
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CONTENT STRATEGY

- Value-driven threads
 - Short-form insights & commentary
 - Thought leadership & engagement tweets
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SCHEDULING & GROWTH

- Posting frequency strategy
 - Engagement-based content refinement
 - Trend & conversation participation
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Industries & Niches I've Worked With

I worked in almost every niche, and here you can see breakdown;

- Real estate & property businesses
- Legal & compliance professionals
- Wellness, fitness & personal brands
- SaaS & tech startups
- Service-based businesses (USA-focused)
- Coaches, consultants & founders

This variety allows me to adapt fast and understand what content actually converts in different markets.



My Experience & Credibility

- 5+ years in social media & content creation
- Worked with 200+ businesses
- Managed and supported large content communities
- Experience with both organic growth & brand positioning
- Strong background in content systems & workflows

I'm known for being:

- RELIABLE

- STRATEGIC

- DETAIL-ORIENTED

- EASY TO COMMUNICATE WITH



How I Work (Process)



Let's Create Something Amazing Together

[Facebook](#)

[YouTube](#)

[Instagram](#)

[LinkedIn](#)

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