

Naeem Nasir

Social Media Manager at CoinW

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SUMMARY

Marketing professional with 3+ years of experience shaping brand strategy and content across digital channels, including X, Instagram, and LinkedIn, from planning content calendars to briefing designers and videographers on daily output. Designs campaigns and giveaways that consistently perform, manages a steady stream of research-driven content to keep audiences informed, and builds loyal, responsive communities through active engagement across platforms. Adaptable across fast-changing market conditions, with hands on experience managing brand visibility at high-stakes industry events like TOKEN2049 Dubai, TOKEN2049 Singapore, Consensus Miami, and Consensus Hong Kong.

A natural relationship builder, having worked directly with partners and talent including LaLiga, Luka Modrić, and Andrea Pirlo to deliver campaigns that connect with the right audience. Dependable under tight timelines, with strong instincts for creative briefing and a collaborative approach across design, product, and growth teams.

PROFESSIONAL EXPERIENCE

SOCIAL MEDIA MANAGER

Sep 2024 – Present

CoinW Exchange — Dubai (Remote)

- **Develop and execute the social media strategy** across platforms (X/Twitter, Instagram, LinkedIn, YouTube, TikTok, and Facebook) tailored to crypto audiences.
- **Own content calendar** across X, Instagram, and LinkedIn, coordinating 2-4-hour posting blocks to align content with exchange milestones (listings, launches, promotions, partnerships).
- **Conceptualize and brief content** (memes, giveaways, educational posts, branding, video) with designers and videographers across all platforms.
- **Collaborate cross-functionally** with design, branding, product, growth, and partnerships teams to execute product launches, token listings, and campaign activations end-to-end.
- **Drive global brand partnership campaigns** with LaLiga, Luka Modrić, Andrea Pirlo, and Nicolas Hojac, coordinating cross-platform content rollouts to maximize reach and audience engagement.
- **Lead social media coverage** for 12+ tier-1 industry events, including TOKEN2049 Dubai, TOKEN2049 Singapore, Bitcoin MENA, Consensus Hong Kong, and Consensus Miami.

SOCIAL MEDIA MANAGER

Dec 2023 – Sep 2024

Millionero Exchange — Dubai (Remote)

- **Scaled Millionero's social presence** across X, Instagram, and LinkedIn, growing a combined following to 15K+ through consistent, platform-native content.
- **Built a daily content pipeline** (memes, infographics, giveaways, short-form video, market commentary), briefing design end-to-end to keep output consistent and on-brand.
- **Managed Millionero's blog**, coordinating with writers and designers to publish 3+ blogs a week covering educational and market-focused content.
- **Directed go-to-market rollouts** for product launches, feature releases, and token listings, hitting every deadline with zero delays.
- **Led co-branded partnership activations** with football clubs PAOK FC and Slovan Bratislava, delivering match-day promotions and cross-platform content rollouts that extended reach into new fan audiences.
- **Coordinated brand collaborations** with MMA fighters Andreas Michailidis, Vegh Attila, and David Kozma, owning talent relationships and content schedules from concept through publish.

EDUCATION

Bachelor of Science in Business Information Systems

Middlesex University Dubai

Sep 2016 – May 2019

CORE SKILLS

Social Media Strategy | Content Strategy | Brand Management | Influencer & Athlete Partnerships |
Performance Analytics | Audience Growth | Community Management | Cross-functional Collaboration |
Go-to-Market Strategy | Paid Social Advertising | Campaign Execution | Project Management | Creative Briefing

TOOLS

- **Content Management & Scheduling** — OneSight | Sprinklr | Sprout Social | Hootsuite | Buffer
- **Design & Creative** — Figma | Canva | CapCut | Adobe Photoshop
- **Analytics & Reporting** — Native platform analytics | Mention | Brandwatch | Google Analytics
- **AI Tools** — Grok | ChatGPT | Gemini | Claude (content ideation, copy drafting, trend & sentiment analysis)
- **Project Management** — Notion | Trello | Asana