

MUJTABA GHAFARI

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SUMMARY

Social Media Strategist and English Instructor experienced in building and managing brand-centered social media communities. English teacher focused on online microlearning. Trilingual in English, Pashto, and Farsi. Skilled in intercultural relations.

PROFESSIONAL EXPERIENCE

Owner, Fluent English Club **2020 – Present**

Facebook, YouTube, Instagram, and TikTok

- Created a free online community for English language learners, based on microlearning via text, video, and graphics.
- As of August 2023, online following to over 327,000, with posts reaching up to 11.8M viewers, with 994.2K engagements, 228K reactions, 2.7K comments, and 43K shares.

Video Marketing Specialist & App-Based English Instructor, Holo Speak **2023 – Present**

Remote, based out of Ho Chi Minh City, Vietnam

Social Media Strategist & Virtual Assistant, Our Written Lives, LLC **2023 – Present**

Remote, based out of San Antonio, Texas, USA

- Designed social media marketing strategy, coached owner, and provided assistance in creating over 200 text and video posts to increase social media following by up to 200 followers in a week.
- Increased content interaction by 50% by providing video editing, captions, and pop-ups, which generated up to 13K views on Instagram on multiple videos.
- Provides data entry, website updates, and other administrative tasks as assigned.

English Teacher, International English Language Institute **2019 – 2022**

Kabul, Afghanistan

- Taught classes of up to 35 students, and assisted students individually.
- Taught English in a traditional classroom.

TECHNICAL SKILLS

HTML & CSS	Bootstrap 5	Website Maintenance	ChatGPT
MS Office	Google Drive	Meta for Business	Gmail
Auto-Posting, Scheduling		Video & Audio Editing	

EDUCATION

2023 Certificate of completion, HTML, CSS & Bootstrap 5 Courses Codecademy.com
2023 TOEFL iBT, Score: 100
2020 High School Graduate, Hazrat Ibrahim Khalilullah High School, Kabul, Afghanistan
2019 DEL (Diploma in English Language), International English Language Institute, Kabul, AFG