MH / INDEPENDENT CREATIVE PRACTICE

# Founder stories, made visible.

Instagram strategy, creative content, and personal branding for founders building something meaningful.



LAHORE, PAKISTAN

4 YEARS FREELANCE EXPERIENCE / 2 YEARS AT TECH HUB

SELECTED WORK & ORIGINAL CONCEPTS / 2026

ABOUT / APPROACH

# A clearer voice.

Helping founders communicate expertise and build a recognizable Instagram presence.



THE APPROACH

**Understand the business. Find its clearest story. Build a presence that sounds like the person behind it.**

## EXPERIENCE

Four years of freelance experience in Instagram marketing and social media work. Two years associated with TECH HUB. These periods may overlap; no combined six-year claim is made.

## CORE SKILLS

Positioning / content strategy / Reels concepts / profile optimization / account management / community engagement / performance review

SERVICES

# From direction to delivery.

Instagram support tailored to the business and the founder behind it.

01

DIRECTION

## Instagram strategy, founder personal branding, and profile optimization.

Define the audience, point of view, content pillars, and a clear first impression.

02

CREATION

## Reels strategy, creative direction, content planning, and scheduling.

Develop repeatable formats, hooks, scripts, and a workable content rhythm.

03

STEWARDSHIP

## Account management, community engagement, and performance review.

Maintain a consistent presence, care for conversations, and learn from performance.

**SOCIAL MEDIA GROWTH & MARKETING**

Growth Starter $1,000 / Audience Growth $1,650 / Lead Generation $2,350 per month. Hashir provides editing direction and coordination; he does not edit videos.

INSTAGRAM PORTFOLIO

# Account index / 01-04

Eight supplied profile references across founders, lifestyle, and product businesses.




E-COMMERCE & LIFESTYLE

## Chris Uzcategui

@chris_uzcategui ~62K




FOUNDER / FEMALE FOUNDER WORLD

## Jasmine Garnsworthy

@jasminegarnsworthy ~51K

03 / 08

## DRIVE

AUTOMOTIVE BUSINESS FOUNDER

## Tushar Bajaj

@tush.arbajaj ~33K

04 / 08

## GOLD

HONEY BUTTER BUSINESS

## Amber Bee's

@amber_bees ~34K

* Account references and approximate follower figures were confirmed by the client. Counts may change. Images are illustrative, not account media; no performance results are claimed.

INSTAGRAM PORTFOLIO

# Account index / 05-08

Eight supplied profile references across founders, lifestyle, and product businesses.




HANDMADE JEWELRY & GIFTS

## Rida Zahid

@ridazahidofficial ~51K

06 / 08

DAILY

SMALL-BUSINESS PRODUCTS

## Daisy Lane

@daisylanecompany ~39K




HANDMADE GIFTS & HOME DECOR

## Aanchal Mittal / HGBC

@handmadegifts_beingcreative ~33K

08 / 08

SWEET

CUSTOM CAKES & DESSERTS

## Dheb / Dessert Bite Studio

@dessertbitestudio ~21K

* Account references and approximate follower figures were confirmed by the client. Counts may change. Images are illustrative, not account media; no performance results are claimed.

ORIGINAL ILLUSTRATIVE STRATEGY / 1

# Concept 1.

Independent creative thinking; not a claim of a completed client engagement.



## The person behind the business.

### FOUNDER PERSONAL BRANDING

Sample content: a focused Reel, a save-worthy carousel, and a founder-led Story format grounded in the concept.

### CONTEXT

An expert founder whose Instagram presence feels interchangeable.

### OBJECTIVE

Make the founder's point of view and experience visible to prospective clients.

### CONTENT PILLARS

Founder perspective / practical lessons / behind the decisions.

### CREATIVE DIRECTION

Direct-to-camera Reels, quiet working moments, and simple typographic covers.

### RECOMMENDED NEXT STEP

Interview the founder, refine the profile, and test three recurring formats.

ORIGINAL ILLUSTRATIVE STRATEGY / 2

# Concept 2.

Independent creative thinking; not a claim of a completed client engagement.



## Product with a point of view.

### CONTEXT

A product business relying mainly on isolated product shots.

### OBJECTIVE

Help shoppers imagine the product in everyday life and understand its useful details.

### CONTENT PILLARS

Product in use / materials and making / customer moments.

### CREATIVE DIRECTION

Warm tactile close-ups, natural light, short demonstrations, restrained labels.

### RECOMMENDED NEXT STEP

Audit the content mix, build a shot list, and plan a varied month.

### E-COMMERCE INSTAGRAM CONTENT

Sample content: a focused Reel, a save-worthy carousel, and a founder-led Story format grounded in the concept.

ORIGINAL ILLUSTRATIVE STRATEGY / 3

# Concept 3.

Independent creative thinking; not a claim of a completed client engagement.



**Care worth showing.**

### CONTEXT

A handmade business whose craft is hard to see in static listings.

### OBJECTIVE

Make the making process and meaning of each product part of the brand story.

### CONTENT PILLARS

Making process / occasion and meaning / founder voice.

### CREATIVE DIRECTION

Overhead workbench scenes, detail shots, and concise process captions.

### RECOMMENDED NEXT STEP

Capture one production day and build clear inquiry prompts.

### SMALL BUSINESS PRODUCT STORYTELLING

Sample content: a focused Reel, a save-worthy carousel, and a founder-led Story format grounded in the concept.

REELS & CREATIVE WORK

# Hooks with purpose.

Six original illustrative Reel concepts; no fake playable videos or client outcomes.

01

FOUNDER STORY

### The decision that changed how I built this.

A founder explains the choice behind the business.

02

BUSINESS EDUCATION

### Before you post again, answer this.

Three questions: who is it for, what remains, what next?

03

PRODUCT

### This detail looks small until you use it.

A tactile, real-world product demonstration.

04

BEHIND THE SCENES

### A quiet morning before the launch.

Observe preparation, review, and the founder's note.

05

PERSONAL BRAND

### What I wish people knew before working with me.

An honest expectation that improves the client relationship.

06

AUDIENCE TRUST

### The question we hear most often.

A direct answer, with nuance where it varies.

MH / DIRECT CONNECTION

# Let's make the next move clear.

Tell me about your business, the audience you want to reach, and what feels missing from your Instagram presence.


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CHAT ON WHATSAPP /

INSTAGRAM STRATEGY & FOUNDER BRANDING