

SOCIAL MEDIA MARKETING & META ADS

Work That Speaks For **Itself.**

A look at real campaigns, real content, and real client growth across content creation, paid Meta ads, and full-funnel social strategy — built by Shahmeer Iqbal LLC.

8+

Brands Featured

3

Service Lines

500+

Orders Delivered

1,248

Leads Generated

More Than Posts. A Growth Partner.

I've worked across niches — family entertainment, education, e-commerce, wellness, construction, athletics, law, and interior design — building content systems and paid campaigns that turn followers into customers. Every brand in this deck is a real client relationship, not a mockup.

8.9x

Best Reach Growth
(single campaign)

1,248

Leads Generated
(Meta Ads)

9

Industries
Served

600+

Posts & Graphics
Designed

500+

Fiverr Orders
Completed

WHAT'S INSIDE THIS PORTFOLIO

CONTENT CREATION

META ADS & LEAD GEN

BRAND IDENTITY DESIGN

PAGE GROWTH & REBRANDS

COMMUNITY MANAGEMENT

CAROUSEL & STORY CONTENT

CASE STUDY — PERSONAL BRAND

David Saleh | Author & Speaker

@david_saleh — Page Rebrand & Content Cleanup

David came to us with a growing but unfocused page. We stripped out underperforming legacy posts, rebuilt the content pillars around his book launch ("Pain Into Purpose") and "The Calm Man" brand voice, and relaunched with a tighter visual identity.

CONTENT STRATEGY

PAGE REBRAND

9,485 → 10.1K

Followers, post-rebrand

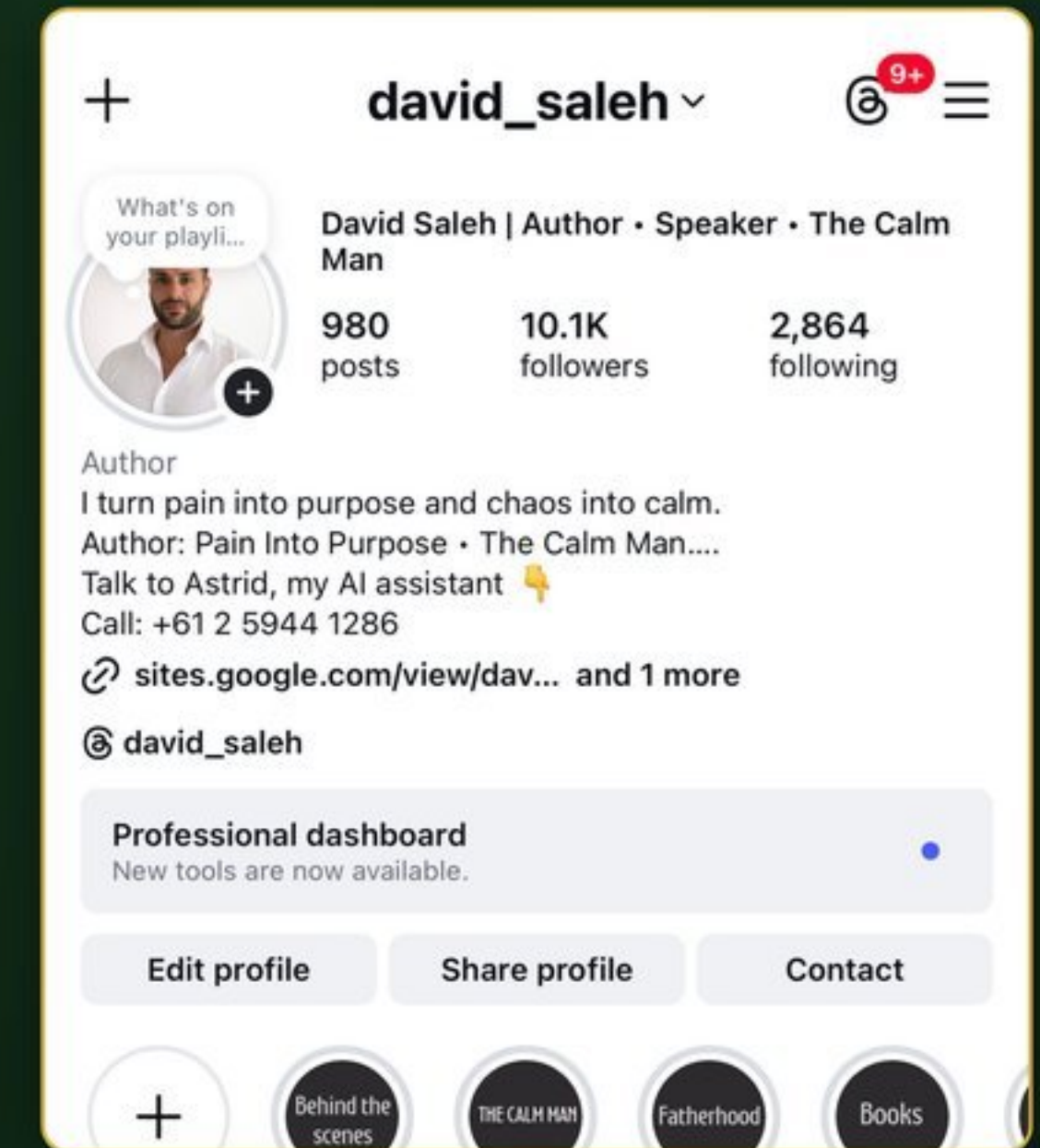
959 → 980

Posts (curated + new content)

BEFORE



AFTER



CASE STUDY — FAMILY ENTERTAINMENT

Twilight SK8 — Family Fun Center

@twilight_sk8 — Full Content & Brand Voice

A vibrant, community-first content system for a roller-skating venue — built around inclusivity, family connection, and the "no pressure, just vibes" energy that defines the brand. Full graphic design, copywriting, and carousel content, all produced in-house.

CONTENT DESIGN

COPYWRITING

BRAND VOICE



CAROUSEL CONTENT

Multi-Slide Storytelling

Educational + emotional carousels built to drive saves & shares



ENGAGEMENT STRATEGY

Carousels like these are structured to open with a hook on slide one, build emotional or educational value through the middle, and close with a soft community CTA — a format proven to outperform single-image posts for reach and saves.

CASE STUDY — EDUCATION COMMUNITY

MatheCord — Discord Learning Community

Daily engagement content built to drive shares, comments, and sign-ups

Daily engagement content for a math-learning Discord community — puzzle posts, quick-trick infographics, and contest wrap-ups designed to make a notoriously dry subject feel fun, shareable, and habit-forming.

DAILY CONTENT SERIES

COMMUNITY GROWTH

CONTEST & ENGAGEMENT POSTS



MATH CHALLENGE TIME



Can you solve this **WITHOUT** a calculator?

$$2 + 3 = 13$$
$$3 + 4 = 25$$
$$4 + 5 = 41$$

Then what does:
 $5 + 6 = ?$

Hint: It's not a basic addition.

Drop your answer in the comments & Tag a friend who loves brain teasers.

WANT MORE DAILY MATH CHALLENGES • A COMMUNITY THAT ACTUALLY ENJOYS MATH? JOIN MATHECORD.



QUICK MATH TRICK

Multiply Any Number by **5** fast

Here's the shortcut:

★ **Step 1:** Divide the number by 2

★ **Step 2:** Multiply by 10 (just add a zero)

EXAMPLE:

$$48 \times 5$$

▶ $48 \div 2 = 24$
▶ Add a zero → **240**

ANOTHER ONE:

$$86 \times 5$$

▶ $86 \div 2 = 43$
▶ Add a zero → **430**

FOR ODD NUMBERS, DIVIDE FIRST THEN ADJUST:

$$35 \times 5 = 175$$

Simple. Fast. Brain-friendly



Contest Wrap-Up: YOU ALL CRUSHED IT!

To everyone who jumped in and completed math worksheets

♡ **THANK YOU** ♡

We saw some impressive focus and math muscle. Whether you answered all questions or tried your best, we're proud of you.

WINNER ANNOUNCEMENT:
MONDAY, MAY 18TH

TWO WINNERS WILL WIN \$25 AMAZON E-GIFT CARDS EACH!

MISSED THIS ROUND? DON'T STRESS.
Join the *MatheCord* Discord server to stay in the loop for future events and instant help when you're stuck.

JOIN THE COMMUNITY NOW

Try it once—you'll feel the difference.

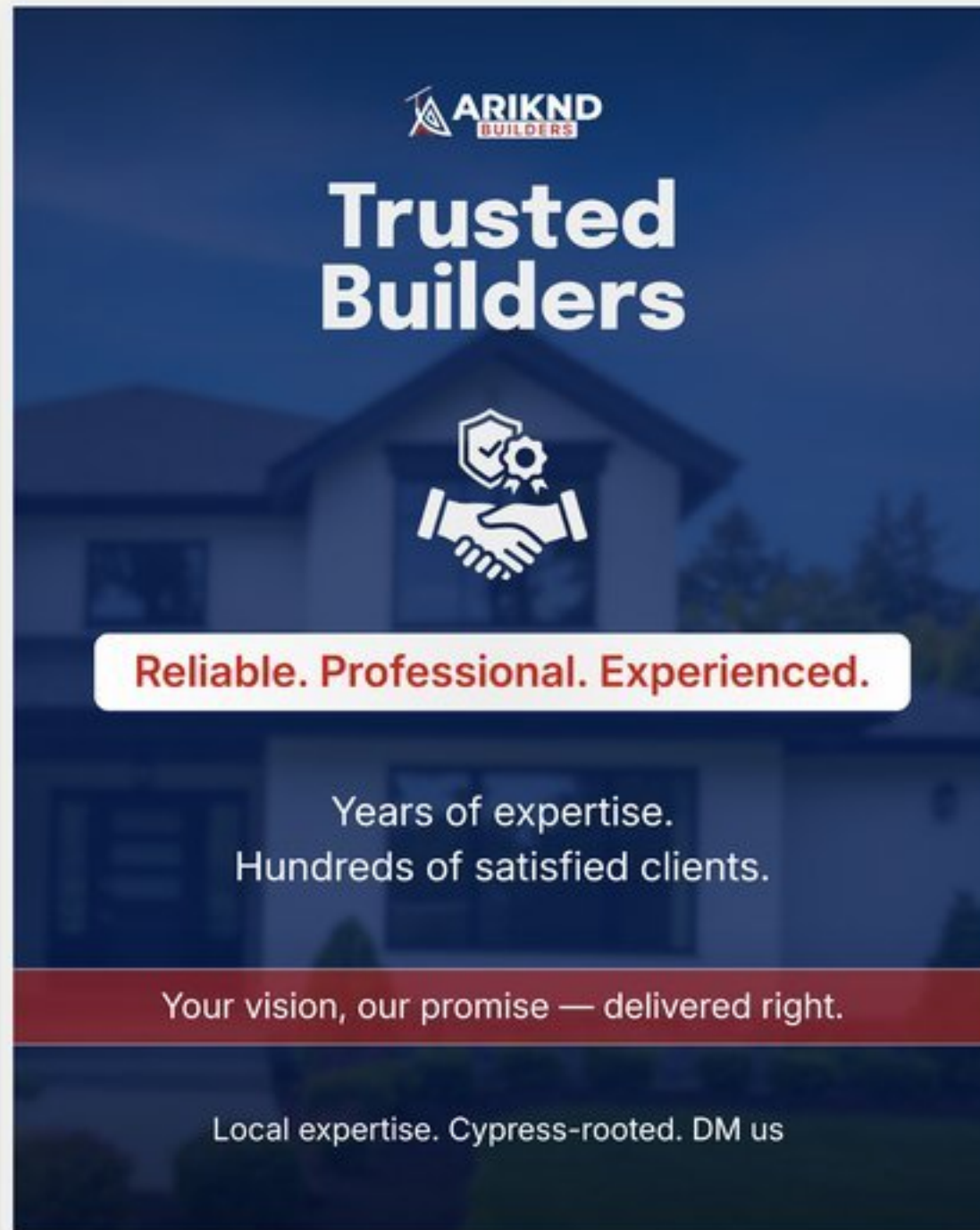
KEEP SOLVING. KEEP PRACTICING. KEEP IMPROVING.

See you on the server!
— The MatheCord Team



Ariknd Builders — Cypress-Based Construction

Local trust-building content for a regional builder



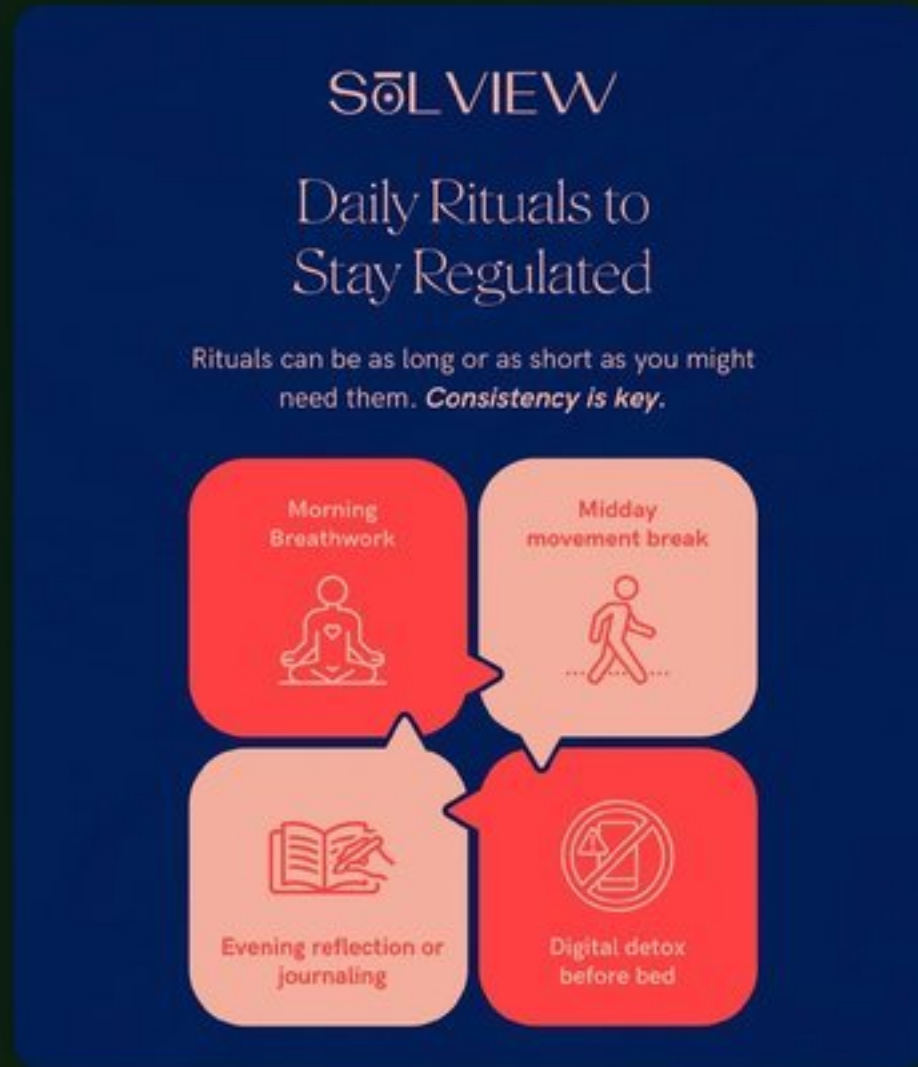
For a local construction company, the priority isn't viral reach — it's trust. We built clean, professional brand posts focused on credibility signals: reliability, experience, and a clear local identity ("Cypress-rooted") that speaks directly to the homeowners they want to reach.

- **Brand Identity & Messaging**
- **Local Trust-Building Content**
- **DM & Lead Capture CTAs**

RANGE ACROSS NICHES

From Wellness to Endurance Sport

Brand-specific visual systems built for four very different audiences



SōL View

Wellness & Mindfulness



Trippy TP

E-Commerce / Novelty DTC



UKind Therapy

VR Mental Health Startup



EPJC — Jurassic Coast

Endurance Sports Event

Product Storytelling, Two Ways

Trippy TP — playful, scroll-stopping DTC



UKind Therapy — calm, trust-driven healthcare tech



Two brands, two completely different visual languages — bright and humorous for a novelty product, calm and credible for a healthcare startup. The strategy adapts to the brand, never the other way around.

PAID META ADS — LEAD GENERATION

1,248 Leads, Real Estate

UAE & International Real Estate Lead Generation Campaign

Two parallel Meta Ads funnels — one targeting high-net-worth international buyers, one targeting local UAE demand — run side by side for a real estate client. Full campaign breakdown, ad creative, and live Meta Leads Centre data available in the dedicated case study deck.

228

International Leads

419

UAE Townhouses Leads

106

UAE Al Ghadeer Leads

1,248

Total Leads, All Projects

Same playbook — a separate brand-new page launch:

8.9x

Views growth (2,908 → 25,980)

+5,108%

Accounts Reached

+87 / +43

New Followers (2 ad sets)

OUR OWN BRAND

We Practice What We Sell

Shahmeer Iqbal LLC — agency brand identity, designed and run in-house



Every template, color palette, and layout system in this portfolio was designed the same way we design for clients — strategy first, visuals second. If you like what you see here, that's the same process applied to your brand.

MORE BRANDS WE'VE WORKED WITH

A Few More On The List

Additional client pages — follow along to see the work live

- [@scharflawpc](#)

Law Firm — Legal Services

- [@luxxeinteriors](#)

Interior Design

- [@goinathleticsny](#)

Athletics & Sportswear — NY

- [@david_saleh](#)

Author & Speaker

- [@twilight_sk8](#)

Family Fun Center

Handles shown reflect direct client work. Visit any page to see the content live and in context.

LET'S BUILD YOURS

Ready To Turn Followers Into Customers?

Whether you need content that builds trust, ads that generate leads, or a full rebrand — let's talk about what your brand actually needs.

Web: shahmeeriqbailc.com

Email: info@shahmeeriqbailc.com

Instagram: [@shahmeeriqbailc](https://www.instagram.com/shahmeeriqbailc)