

Bilal Ibrar

Social Media Content and Community Manager at Epic Games

 bilal.ibrar@gmail.com
 bilalibrar.com/intro
 bilalibrar.com
 My LinkedIn page

Achievements

Star performer at Epic Games for 3 consistent quarters in 2024 and added to Epic's "Critical Hires" group in 2025

Developed Millo.co's blog content calendar from scratch - now producing consistent quality content bringing over 100,000+ pageviews on average every month

Executed successful email marketing campaigns with over 20% avg open rates, for known brands such as Wix, FreshBooks, and Airtable

Lead the social media / digital assets content integration post acquisition of 2ndQuadrant to EDB

Launched EDB's social media influencer strategy and social advocacy program

Page admin of the official 'Formula-E Pakistan' Facebook Page

Skills / Certifications

Digital Marketing Certified by Google Digital Garage

Inbound Digital Marketing Certified by Hubspot

Email Marketing Certified by Hubspot

Advanced SEO Certified by Moz

Strong knowledge of WordPress, Hubspot CRM, MailChimp, Google Analytics, Google Adwords, Adobe Photoshop/Illustrator/Dreamweaver, Moz, BuzzSumo

Hobbies: PC Gaming, Formula 1 and Motorsports in general

With more than a decade of diverse digital marketing expertise, I help multinational corporations, tech-startups and small businesses to create impactful content, build communities, generate engagement and create streamlined marketing strategies for success.

I specialize in crafting compelling narratives using content, social media, SEO, and community engagement to help you win at your business.

Epic Games / Social Content and Community Manager

MARCH 2022 - PRESENT (Cary, USA) - Full Time, Remote

Ownership of Epic's creator marketplace channels on social media. I produce and manage social content / online communities for the following brands:

Unreal Engine (unrealengine.com), Fab (fab.com), Quixel Megascans (quixel.com), ArtStation (artstation.com), Sketchfab (sketchfab.com), Twinmotion (twinmotion.com), and RealityScan (capturingreality.com)

I also support the Fortnite social media team with content curation, and collaborate with marketing, engineering, and product teams to escalate community feedback and align on our social content messaging.

Millo.co / Part-Time Digital Marketing Manager

APRIL 2016 - JUNE 2025 (Salt Lake City, Utah,, USA) - Freelance, Remote

Part of the team delivering quality content to Millo's community of creative entrepreneurs and freelancers. I developed content across multiple platforms including blog, social media, podcasts, emails.

I ran email marketing campaigns for our clients like FreshBooks, Bonsai, DesignCuts, PicJumbo, ReliablePSD, Wix, Airtable - while managing email lists and databases to send out weekly newsletters.

I also managed podcasts by Millo.co - Responsible for podcast content, sponsorship and airing schedule for freelancetofounder.com

Stormatics / Freelance Social Media Consultant

October 2023 - July 2024 (Islamabad, Pakistan) - Contract, Remote

I worked with Umair Shahid (CEO, Stormatics) to help him set up and manage Stormatics' content strategy including social media, community, email and inbound channels.

EDB / Social and Digital Media Manager

APRIL 2019 - March 2022 (Boston, Massachusetts, USA) - Contract, Remote

Lead the company's global Social Media Program (including both organic and paid efforts), supporting all verticals, regions, and internal teams. Managed the company's digital content including blogs, webinars, whitepapers, training materials - all with a focus on organic lead generation.

Jazz / Expert B2B Digital Marketing

July 2017 - March 2019 (Islamabad, Pakistan) - Full time

Wi-tribe / Specialist Digital Marketing and PR

December 2013 - July 2017 (Islamabad, Pakistan) - Full time

Maven Logix / Senior Marketing Executive

July 2013 - December 2013 (Islamabad, Pakistan) - Freelance, Part-time, Remote

2F2F Karting Track / Marketing Communications Executive

October 2012 - May 2013 (Islamabad, Pakistan) - Full time

Allainet / Online Marketing Executive

September 2010 - June 2012 (Islamabad, Pakistan) - Full time
