

HAFAH SHAHBAZ

03104382249

Lahore

shahbazhafsa2014@gmail.com

LinkedIn

Github

TECHNICAL SKILLS

- Digital Marketing
- Email Marketing
- Social Media Management
- Loom, ScreenPal
- Graphic Designing - Canva
- Video Editing- Descript
- Creative and Content Writing
- Strategic Planning
- CRMs- GoHighLevel, MailChimp, Hubspot, Lemlist, Woodpecker, SemRush
- Salesforce, SalesLoft
- Google My Bussiness
- MS (Excel, PowerPoint, Word)
- Website Design - Wix, Wordpress, Bubble, Figma
- Python, C++, Rust, HTML, CSS

SOFT SKILLS

- Quick Learner
- Creativity
- Project Management Skills
- Effective Communication
- Adaptability and Flexibility
- Team player & Proactive
- Sales and Negotiation
- High attention to detail

EDUCATION

- IGCSE - Olevels New Middle East International School, K.S.A
- Alevels - Green Hall
- Bachelor in Computer Science - Forman Christian College



WANT TO SEE
MY WORK?

[CLICK ME!](#)

DO YOU WANT TO SEE
MY VIDEO RESUME?



[SCAN ME](#)



[CLICK ME](#)

PROFESSIONAL HIGHLIGHTS

Diverse and accomplished professional. Possess a proven track record of consistently exceeding targets and a natural creative flair. Ready to bring a wealth of experience and versatility to excel in any position.

EXPERIENCE

Digital Marketing Associate - REPSTACK (May 2023- Present)

- Enrollment in Repstack Success Academy - RSA
- Supported diverse digital campaigns: social media, email, Google Ads.
- Created SEO-rich content keyword research and optimization, boosting site traffic by 10%.
- Created landing pages and design websites

Social Media Marketing Specialist (Volunteer) - Forman Christian College (A Chartered University) (Nov 2021- April 2023)

- Created and managed online campaigns for the university society on social media platforms.
- Keyword research using Google Keyword Planner, Trends, Semrush
- Generate, edit, publish, and share engaging content and optimized ad creatives

SCRATCH JR Trainer (Jan 2022- May 2023)

- Taught coding using SCRATCH JR programming language and Code.org and created engaging lesson plans and interactive activities.

Sales Representative & Truck Dispatcher - Ashton Dispatch (Jul 2022 - Feb 2023)

- Achieved sales targets, and maintained customer relationships.
- Booked Loads on DAT, negotiated prices for boxtrucks, dry vans, hotshots

SMB Account Executive (Innovation) - Motive Mar 2022 - Jun 2022

- Prospected new business and made outbound calls.
- Demoed software to prospective clients and aligned their needs with the solution.
- Negotiated contract terms and maintained a consistent pipeline of prospects.

Inbound International Sales Executive - IBEX Mar 2021 - Mar 2022

- Managed incoming leads and upsold TV, internet, phone, security, and mobile services to inbound callers in the US.
- Achieved high sales records and sold additional services to existing customers.

Customer Support Representative - Mindbridge Jul 2019 - Dec 2019

- Uber Eats - Supporting the customer through an email ticketing system and phone calls and troubleshooting using Salesforce knowledge base

CERTIFICATIONS & TRAINING

- Hubspot Digital Marketing Certification
- Hubspot Email Marketing Certification
- Hubspot Social Media Marketing Certification
- Hubspot SEO Certification
- Hubspot Content Marketing Certification
- Google Analytics Individual Qualification Certification
- Google Ads Display Certification
- Google Ads - Measurement Certification
- Google Ads Search Professional Certification
- Google Ads Search Professional Certification
- AI-Powered Performance Ads Certification
- Google Ads Creative Certification
- Grow Offline Sales Certification
- Google Ads Apps Certification
- Google Ads Video Certification
- Google Ads Search Certification
- AI-Powered Shopping Ads Certification