WASIM ULLAH – Digital Marketeer

Email: wasim.ullah@aol.com Cell: 055-756-8805 Website: wasim.co

Visa Status: Work Visa Expiry Date: December 31, 2019 City: Dubai

Professional Experience

No.	Designation	Employer	Work	Duration
1	Senior Digital Branding Specialist	Vudu Advertising	Plan and execute digital marketing strategies for multiple clients. Lead a team. Help the business to get more clients.	February 2018 - Present
2	Digital Media Lead	CFE Group of Colleges	Handled the complete digital branding from designing a plan through implementing. Manage digital assets of Buddy's – a fast food restaurant owned by CFE.	June 2015 – July 2017
3	Marketing Associate	Imanagers	Looked after agency's online media, sales and database.	December 2013 – April 2015

Online Certifications

No.	Title	Organization	Expiry
1	Growth Master Certification	GrowthHackers.com	N/A
2	Digital Marketing Circuit	General Assembly	N/A
5	Startup Founder Track	Y Combinator's Startup School	N/A
	_	_	

Academic Qualifications

No.	Degree	Institute	Duration
1	BBA (Hons.)	University of the Punjab	2009 – 2013
2	FSc <i>in</i> Pre-Medical	Punjab Group of Colleges	2007 – 2009
3	Matric in Science	Government High School	2006 – 2007

Technical Skills

- Search Engine Optimization Moz Pro, Search Consoles, Google Optimize, Yoast SEO,

On & Off Page Optimization, Python for SEO, ScreamingFrog

- Graphic Designing Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Canva.com

- Social Media Marketing Popular Websites, Hoostuite, IFTTT, BuzzSumo, Bitly

- Video Editing Adobe After Effects, Camtasia Studio

Internet Advertising
 Content Writing
 Popular Social Ads Managers, Google Adwords
 Grammarly, Ubersuggest, Ahrefs, Hemingway

- Website Development Squarespace, Wix, Shopify, Themeforest for Templates

- Front End Coding- Email Marketing- Email Marketing- Email Marketing- Email Marketing- Email Marketing- Email Marketing

- Customer Engagement Intercom, Hellobar, Webinars Hosts

- Web Security Detectify, SSL/ TLS

- Analytics & Data Google Data Studio, Google Analytics

- Others MS Office Essentials, Upwork, Trello, Slack, Prezi

Hard Skills

User Experience Optimization
 Creative Story Boards
 Digital PR
 Content Creation
 Competition Research
 E-commerce Management
 Product Management
 Influencer Marketing
 Startup Business Plan

Soft Skills

- Problem Solving - Strong Work Ethic - Good Communication

- Time Management - Flexibility - Learnability

Achievements

- Rebranded logos, websites, stationary and other branding ingredients of eight national and multinational companies based out of Dubai in a period of three months
- Created viral content and received 25,000+ organic likes in two weeks for a Facebook page
- Introduced a concept to boost organic engagements and named it 'engagement minutes'
- Worked in seven community welfare projects, helped twenty startups grow online and represented WikiTribune and Product Hunt for their launch in Pakistan

Distinctions

- Successful Applicant in Marketing Strategies in the Digital Age at Harvard Business School 2015
- Top Calligrapher at Punjab Group of Colleges 2008
- Creative Story Writer *in* Jhang Young Tarang 2007
- Distinction Holders Board Mention at Government High School No. 1 Ghakhar Mandi 2005
- Merit Scholarship from BISE Gujranwala 2005

Projects

Λ	lo.	Title	Nature	Duration
1		Corporate	Train senior employees at Zia Associates to help	1 day
		Training at Zia	them understand product promotions through	
		Associates	LinkedIn.	

2	Digital Branding for Aqua Safe Group	Develop an e-commerce store for the business, run Facebook advertisements and provide them consultation with regard to activating their events and short courses within online media.	7 months
3	Digital Branding for Schuitema Pakistan	Revamp the social media presence, update their online strategies and provide consultation services on hacking growth.	1 month
4	Search Engine Strategy for IPS	Upgrade the existing search engine optimization strategy, hire search team and develop their skills set.	3 months

Volunteer Experience

No.	Designation	Organization	Work	Duration
1	Content Contributor	SOS Children's Villages	Assisted in Facebook ads, graphics designing and making videos.	2 months
2	Digital Evangelist	International Iqbal Society	Introduced new technologies and implement them into the work.	7 years
3	Moderator	Y Combinator's Startup School	Schedule remote group office hours, moderate forum discussions and act as a liaison between group members and SUS representatives.	2 months

Personal Details

Marital Status: Single Date of Birth: December 11, 1992

Nationality: Pakistani Passport Number: CP6853621

References

Professional Asim Amin CEO at CFE Email: asim@cfe.edu.pk

Faisal Yaqoob Project Manager at IPS Email: faisal@ipscloud.co

Academic Fida Hussain Bukhari Professor at HCBF Email: fida@puhcbf.edu.pk