

## **WASIM ULLAH – Digital Marketeer**

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Visa Status: Work Visa

Expiry Date: December 31, 2019

City: Dubai

### **Professional Experience**

<i>No.</i>	<i>Designation</i>	<i>Employer</i>	<i>Work</i>	<i>Duration</i>
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**

<i>No.</i>	<i>Title</i>	<i>Organization</i>	<i>Expiry</i>
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**

<i>No.</i>	<i>Degree</i>	<i>Institute</i>	<i>Duration</i>
1	BBA (Hons.)	University of the Punjab	2009 – 2013
2	FSc in 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	Popular Social Ads Managers, Google Adwords
- Content Writing	Grammarly, Ubersuggest, Ahrefs, Hemingway
- Website Management	Popular Content Management Systems, E-cart Systems, Shopify
- Website Development	Squarespace, Wix, Shopify, Themeforest for Templates
- Front End Coding	Dreamviewer, Atom.io, GoLand
- Email Marketing	MailChimp, Elastic Email
- 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	- Sales Funnel Design	- E-commerce Management
- Creative Story Boards	- Media Buying	- Product Management
- Digital PR	- Content Curation	- Influencer Marketing
- Content Creation	- Competition Research	- 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**

<i>No.</i>	<i>Title</i>	<i>Nature</i>	<i>Duration</i>
1	Corporate Training <i>at</i> Zia Associates	Train senior employees at Zia Associates to help them understand product promotions through LinkedIn.	1 day

