

WASIM ULLAH

Personal Portfolio

v 1.0



— Philosophy
Less is more.

Table of Contents

Design	1
Websites	2
Advertisements	3
Strategy	4
Social	5
Search	6
Video	7
Analytics	8
Security	9
Emails	10
Writing	11
Certificates	12

Certificates

Google	Adwords Display
	Adwords Mobile
	Adwords Search
	Adwords Shopping
	Adwords Video
	Google Analytics
	Digital Sales
	Mobile Sites
Coursera	Marketing Analytics in Theory
	Marketing Analytics in Practice
	Digital Marketing Channels Planning
	Digital Marketing Channels The Landscape
	Marketing in a Digital World
Startup School	Graduate Founder Track
General Assembly	Digital Marketing Circuit

Design

Construction Company

Branding Van, Branding
Commercial Fleet

Educational Institute

Social Media Posts, Brochures,
Flexes

Non Profit Organization

Social Media Posts

Medical Consultancy

Social Media Posts

Advertising Agency

Social Media Posts

Tools

Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Canva.com.

Websites

Construction Company	WordPress
Digital Marketing Agency	WordPress
Digital Marketing Dashboard	WordPress
Advertising Agency	WordPress
Electrical Company	WordPress
Aluminum Company	WordPress
Roofing Company	WordPress
Swimming Pools Company	WordPress

Tools

WordPress CMS, Bootstrap Templates, Dreamviewer, Squarespace,
Wix, Shopify, Google Optimize, Atom.io.

Advertisements

Non Profit Organization
Educational Institute
Non Profit Organization

Donations Campaign
News Admissions Campaigns
Public Events Campaigns

Tools

Google Adwords, Facebook Ads, LinkedIn Ads, Instagram Ads.

Strategy

Branding Consultancy
Human Resources Consultancy

LinkedIn Marketing
Social Media Marketing

Tools

Airtable, Trello, Sales Funnel, Growth Hacking.

Social

Educational Institute	Facebook, Twitter, Instagram, LinkedIn
Water Filtration Company	Facebook, YouTube, Instagram
Advertising Agency	Facebook, Instagram, LinkedIn
Medical Consultancy	Facebook, LinkedIn
E Commerce Store	Facebook

Tools

Facebook, Instagram, Twitter, LinkedIn, Pinterest, Reddit, Medium, YouTube.

Search

Medical Consultancy
E Commerce Store

On Page Optimization
Off Page Optimization

Tools

Google Search Console, Bing Webmaster Tools, Yandex, Moz Pro,
Google Optimize, Yoast SEO, ScreamingFrog.

Video

Aluminum Company
Migration Consultancy
Event
Advertising Agencies

Introductory Video
Explanatory Video
Teaser Video
Explanatory Videos

Tools

Adobe After Effects.

Analytics

Advertising Agency	Google Analytics, Mixpanel
Medical Consultancy	Google Analytics, Bing Analytics
Non Profit Organization	Google Analytics

Tools

Google Analytics, Mixpanel, Bing Analytics, Facebook Analytics,
Google Data Studio.

Security

Advertising Agency
Medical Consultancy
Non Profit Organization

SSL Installation
SSL Installation, Detectify Reports
Secure WordPress Website Plan

Tools

Let's Encrypt Authority, Detectify.

Emails

Medical Consultancy

Mailchimp

Tools

MailChimp.

Writing

pbq.io
wasim.blog

Technology
Marketing, Lifestyle

Tools

Medium, Tumblr, Blogspot, WordPress, Grammarly,
Ubersuggest, Ahrefs, Hemingway.

wasim.co
