

WASIM ULLAH – Digital Marketer

Email: wasim.ullah@aol.com
Visa Status: Work Visa

Cell: 055-756-8805
Expiry Date: December 31, 2019

Website: wasim.co
Location: Dubai

■ ACADEMIC QUALIFICATIONS

No.	Title	Institute	Duration
1	Growth Master Certification	GrowthHackers.com	Nov 2018
2	Digital Marketing Circuit	General Assembly	Oct 2018 - Nov 2018
3	Startup Founder Track	Startup School by Y Combinator	Sep 2018 - Nov 2018
4	BBA (Hons.)	University of the Punjab	Sep 2009 – Sep 2013

■ PROFESSIONAL EXPERIENCE

1. Senior Digital Branding Specialist
at Vudu Advertising February 2018 – Present

Work:

- Consult clients for their digital marketing activities and conduct an initial audit of the market potential available to them,
- Prepare plan and key performance indicators that comply with clients business goals,
- Advertise on social media channels and Google as required by the employer or clients,
- Provide ongoing support and consultation to clients for their concerns and resolve any issues during the process.
- Develop WordPress websites and customize them according to the clients' needs,
- Install security certificates, plugins and maintain the website actively.
- Design business identity graphics, social media posts, printable materials and branding items as required,
- Create animated videos for social media.
- Help in assessing clients' needs and opportunities in the market,
- Prepare business proposals and presentation materials for prospective clients.

Achievements:

- Rebranded logos, websites, stationary and several other branding ingredients of eight national and multinational companies based out of Dubai in a period of three months,
- Lectured at infive for the first time about the challenges and scope of full stack marketing.

2. Digital Media Lead
at CFE Group of Colleges June 2015 – July 2017

Work:

- Rebranded the educational institute and its subsidiary business in the context of traditional and new media marketing,

- Introduced new concepts into the discipline to cater the need for improvement in businesses presence online,
- Built and launched the website for subsidiary business,
- Run advertisement campaigns for new admissions, short courses and restaurant offers,
- Improved business performance by generating online inquiries and proactively responding to them,
- Launched institutes first content marketing platform run by their students,
- Hired and trained fresh graduates for the role of content marketing.

Achievements:

- Created viral content and received more than 25 thousand organic likes and 1 million views for a Facebook page in two weeks,
- Earned a qualified lead of PKR 10 lacs through a total ad spend of PKR 50 thousand,
- Started out as social media strategist, promoted to lead the entire digital media workload.

3. Marketing Associate at Imanagers

December 2013 – April 2015

Work:

- Prepare the content for websites and audit them for improvements,
- Generate unqualified leads for sales meeting through cold calls,
- Create and manage social media pages posts,
- Organize large data backup files for multiple clients through years,
- Coordinate within different departments to improve project delivery system,
- Coordinate in product photo-shoot, hiring internees for various positions and preparing creative agency proposals,
- Attend clients meetings to take the notes for communication to concerned team members,
- Design graphics for various clients.

■ 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 |

■ PROJECTS

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