

Abdullah Bin Umar

Marketing

I am a BBA Undergraduate with skills in Business Intelligence Dashboard (Microsoft BI), Digital Marketing, Marketing Research Methods, and Management Coordination. I have skills of understanding customer behavior needs, and services also researching latest trends and marketing techniques, and organizing marketing events campaign. Moreover according to my personality I also have an ability of Leading Team on any kind of project and Having experience in preparing and overseeing online trends and print marketing campaigns, resulting in increase in market growth, share and sustainability.

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WORK EXPERIENCE

HR Manager

B&T Laminates Pvt Limited

08/2022 - Present 

B&T laminates is a manufacturing factory and competitive among its competitors.

Achievements/Tasks

- Having a Vision of creating workplace system with full efficiency and its effectiveness to avoid future problems.
- Introduced a Card manufacturing system that helps us to look forward on our orders and stocks. From Raw material to finished good.

Marketing Research (Project)

UCP

06/2021 - 12/2021 

Achievements/Tasks

- Impact of coronavirus on micro/macro scale business operating in Pakistan
- Internal & External research.
- Research paper on Marketing

Brand Digital Marketing (Project)

UCP

01/2021 - 05/2021 

Achievements/Tasks

- University project, in which we have learned how brands do marketing through digital platforms. Like: Facebook Google ads Explanation: Printed and Design hoodies and sweat shirts and per customer demand and need.

EDUCATION

Bachelor of Business Administration

UCP (University of Central Punjab)

04/2018 - 06/2022 

Schooling

Lahore Grammar School

03/2008 - 05/2014 

Courses

- Matriculation

SKILLS

Exceptional Communication, Presentation and Management Skills

Project Management

Critical Thinking and Problem Solving

Scheduling and Time Management

Leadership

Digital Marketing

SEO

SEM

SPSS

HRM (Human Resource Management)

Business Intelligence (Microsoft BI)

FREELANCE PROJECTS

CRM (Customer Relationship Management)
(03/2022 - Present)

- Build a CRM for the customer travel agency which can help him to get to clients online. No need for calling and visiting the office all documentation work is being done online.

ACHIEVEMENTS

Marketing Gala Project (06/2022)

Achievements in Sports activities as well like Football, Gaming and indoor sports.

LANGUAGES

English

Native or Bilingual Proficiency

Urdu

Professional Working Proficiency

INTERESTS

Video Games

Football

Cricket

Stocks

Current affairs

Traveling

Digital Assets