

# Taha Nasir

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## EDUCATION

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- **Bachelor of Science in Computer Science, Forman Christian College University** Expected Graduation: May 2025
- Majors: Computer Science
- CGPA: 2.7

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## WORK EXPERIENCES

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**Tinopia** – *Web Developer and Social Media Manager*

**[November 2023 - March 2024]**

- Handled ecommerce website management for Tinopia, ensuring seamless operations and troubleshooting technical issues.
- Managed social media accounts for multiple startups, crafting engaging content and driving audience engagement.
- Developed and optimized advertising campaigns across various platforms, maximizing ROI and brand visibility.
- Provided regular performance reports, analyzing metrics to refine strategies and achieve business objectives.
- Implemented SEO strategies to enhance online visibility and drive organic traffic, contributing to increased sales.

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## PROJECTS

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### **Tinopia Online Gift Shop Website**

- Designed and developed a fully functional e-commerce website for Tinopia, featuring a wide range of gift products, user-friendly navigation, secure payment gateways, and interactive features to enhance the shopping experience.

### **Graphicology Branding Project**

- Led the branding project for Graphicology, a startup focusing on graphic design services, by creating brand identity elements such as logo design, color palette selection, typography guidelines, and brand style guide.

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## SKILLS & INTERESTS

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**Skills:** CMS development (WordPress, Shopify), Ad management (Google Ads, Facebook Ads), SEO specialist (Search engine optimization), Social media management (Content creation, scheduling, analytics), Frontend development (HTML, CSS, JavaScript), UI/UX design (User interface design, User experience design).

**Interests:** Business development (Startup consulting, Entrepreneurship), Affiliate marketing, Business psychology (Understanding consumer behavior, Marketing strategies), Financial literacy and wealth creation techniques.