

# MULHAM IBRAHIM

Digital Marketing Strategist | Front-End Developer | Founder  
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## PROFESSIONAL SUMMARY

Business-oriented digital professional and founder with hands-on experience building and scaling digital brands, web platforms, and marketing operations. Founder of Plasma Agency, delivering

branding systems, responsive websites, and data-driven digital marketing strategies across multiple industries.

Combines business acumen, technical execution, and market positioning to translate business goals into impactful digital solutions that enhance visibility, engagement, and operational efficiency.

## EDUCATION

Bachelor of Business Administration (BBA) – Higher Institute of Business Administration | HIBA 3rd Year | Focus: Business Operations, Marketing Principles, Organizational Strategy

## CORE SKILLS

- Web Development: HTML, CSS, JavaScript, Responsive Design, UI/UX Principles
- Branding & Marketing: Branding Systems, Visual Identity, Digital Marketing Strategy, Campaign Execution
- Social & SEO: Social Media Growth, Content Strategy, SEO Fundamentals, Performance Analytics
- Business & Project Management: Business Development, Client Acquisition, Multi-Client Project Coordination, Workflow Optimization
- Tools: Microsoft Office Suite

## PROFESSIONAL EXPERIENCE

- Founder & Digital Marketing Manager – Plasma Agency (2022 – Present)
- Founded and scaled a digital agency delivering branding, website development, and social media management.
- Delivered 30+ complete branding identity systems across multiple industries.
- Developed responsive corporate websites aligned with client objectives.
- Led social media growth strategies achieving 5,000+ followers.
- Front-End Web Developer – Freelance & Contract Projects (2022 – Present)
- Designed and developed responsive websites for private companies.
- Optimized websites for performance, mobile responsiveness, and SEO readiness.

## LANGUAGES

Arabic: Native | English: Full Professional Proficiency