

# Abubakar Khalid

## Profile

I'm Abubakar Khalid — a passionate leader, creative storyteller, and digital enthusiast! As President of Alkhidmat Youth Society UMT, I've led 600+ volunteers, organized mega-events, and driven impactful social campaigns. With skills in digital marketing, graphic design, video editing, and event management, I love turning ideas into action. Motivated by creativity and community service — I'm here to lead, create, and inspire change!

## Education

**BBA (Bachelors in Business Administration), University of Management and Technology (UMT), Lahore**

March 2023 — Present

**I.Com, Pakistan International School Jeddah , Jeddah**

January 2021 — December 2022

**Matric , Pakistan International School Jeddah , Jeddah**

January 2019 — December 2020

I have done Martic in computer science

## Internships

**Media Secretary at Alkhidmat Youth Society UMT, Lahore**

November 2023 — December 2024

Started my journey with Alkhidmat Youth Society UMT (AYS-UMT) as Media Secretary, where I contributed to the society's mission through media coverage, social media management, content creation, and communication handling. With time, I expanded my role by managing events, leading volunteer teams, and developing leadership skills, which enhanced my capabilities in media, event management, and team coordination while contributing to impactful community initiatives.

**President AYS-UMT at Alkhidmat Youth Society UMT, Lahore**

October 2024 — Present

After completing a 1-year tenure as Media Secretary in Alkhidmat Youth Society UMT (AYS-UMT), I was promoted to President, where I applied my leadership and volunteer management skills to lead a community of over 600 volunteers. In this role, I managed teams, organized multiple impactful events, and represented the society in Alkhidmat Foundation Pakistan's mega events, further enhancing my event management, leadership, and teamwork capabilities.

## Details

E1 Block,Johar Town

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## Skills

Time Management Skills

Highly Motivated

Ability to Multitask

Effective Time Management

Volunteer Management

## **Digital Marketing at Infinene , Lahore**

September 2024 — December 2024

Completed a 3-month Digital Marketing Internship at Infinene under UMT, where I worked on SEO, content creation, social media marketing, and Google Ads. Conducted keyword research, optimized content, and analyzed campaign performance. This experience strengthened my digital marketing skills and improved my creativity, analytical thinking, and content management abilities.

## **Male Volunteer Head at Tarbiyah Department UMT, Lahore**

January 2025 — March 2025

Served as Male Volunteer Head during my internship at the Tarbiyah Department UMT, where I managed male volunteers from 10+ departments and coordinated with students, staff, and department heads. My role involved event management, handling lists and reports using MS Office, supporting finance tasks, and contributing to graphic design. This experience strengthened my leadership, organizational, and communication skills while managing diverse teams and department operations.

## **Sales Management at Mini Mart, Jeddah**

July 2020 — February 2021

Managed my uncle's Mini Mart in Jeddah, Saudi Arabia for 8 months during the COVID-19 pandemic. Gained practical experience in sales management, customer dealing, finance handling, inventory management, and supplier coordination. This role improved my communication, decision-making, and business management skills.

## **🌟 Courses**

### **Digital marketing , SK Genius**

June 2024 — July 2024

### **Freelancing , Digiskills**

December 2021 — February 2023

### **Video Editing, Animation and Vlogging, Digiskills**

December 2022 — February 2023

### **Graphic Desiging , Khwaja Fareed University of Engineering & Information Technology**

October 2022 — January 2023

### **Fundamentals Of Digital Marketing , Google Digital Academy (Skillshop)**

November 2024 — December 2024