



# SAMAD ARSALAN

## DIGITAL MARKETING

### EDUCATION

#### INFORMATION TECHNOLOGY

GCUH  
2022-Present

#### INTERMEDIATE

Model College Hyderabad  
2019-2021

### CONTACT

#### Address

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Sindh Pakistan

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#### LinkedIn

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### LANGUAGE

English

Urdu

Sindhi

Pashto

### ABOUT ME

I am a dedicated and results-driven professional with a strong background in E-Commerce and Digital Marketing. With a proven track record of driving sales, managing social media campaigns, and implementing effective marketing strategies, I am passionate about leveraging innovative approaches to achieve business objectives. With a keen eye for detail and a commitment to delivering excellence, I thrive in dynamic environments and am eager to contribute my expertise to drive success for your organization.

### WORK EXPERIENCE

#### E-COMMERCE SPECIALIST

2024-Present

Hilltop Farbics / Hyderabad Pakistan

Currently, I spearhead E-Commerce operations at "Hilltop Fabrics," driving sales, managing social media, delivering customer support, and maintaining the website since January 1st, 2024.

#### SOCIAL MEDIA MARKETING

2023-Present

The Logogram / Remotly

At The Logogram, I orchestrate social media campaigns across Facebook, Instagram, and LinkedIn, curating engaging content and collaborating with designers for visually appealing posts.

#### SOCIAL MEDIA MARKETING

3 months

Hi-Speed Motorcycle / Hyderabad Pakistan

For Hi-Speed Motorcycle, I led social media marketing efforts, developing content strategies and managing Facebook and Instagram profiles to bolster brand visibility and engagement.

#### DIGITAL MARKETING MANAGER

2022-Present

The Revotech / Hyderabad Pakistan

As a Digital Marketing Manager at Revotech, I strategized and executed marketing campaigns, managed social media platforms, and formulated growth strategies to enhance brand presence and

### SKILLS

E-Commerce Management   Content Creation   Project Management  
Social Media Management   Analytics and Reporting   Sales Funnel  
Communication and Collaboration   Adaptability and Learning Agility