



# Hafiz Alizaib

## Contact

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Saima Luxury Homes, Karachi

## About Me

I am a skilled Social Media Manager, Shopify Expert, and Graphic Designer with hands-on experience working with agencies and international clients. I specialize in creating high-quality visuals, managing social media platforms, designing Shopify stores, and using advanced AI tools to streamline digital workflows. My goal is to deliver impactful designs, effective marketing strategies, and smooth e-commerce solutions that help brands grow. I am dedicated, creative, and always eager to learn new tools and technologies.

## Skills

- Shopify Store Management (A to Z)
- Canva Designing
- Logo Designing
- Video Editing
- Social Media Management
- Digital Marketing
- AI Tools (ChatGPT, design tools, automation tools)
- Creative Content Writing
- Branding & Visual Identity

## Language

Urdu

English



## Education

### Intermediate – Commerce (In Progress)

Allama Iqbal Open University, Karachi

2025 - Present

Currently pursuing Intermediate in Commerce, gaining knowledge in business, accounting, and commerce-related subjects.

### Matriculation – Computer Science

DMC Muhammad Ali Jinnah English Medium School

2023 - 2025

Completed Matric with a focus on Computer Science subjects including ICT, Computer Fundamentals, and practical applications. Built a strong base in computers and analytical skills.

### Hifz-ul-Quran

Madarsa Kanzul Eman – Jama Masjid Siddiqia

2019 - 2024

Completed Hifz-ul-Quran with strong dedication and discipline. Prior to Hifz, completed full Quran recitation and repeated it three times. After completing Hifz, revised the Quran twice under supervision. Developed excellent memorization, consistency, focus, and time-management skills.

### Primary & Middle School

The National Grammar School

Nursery – 7th Class

2010 - 2020

Studied core academic subjects, developed foundational communication, mathematics, and general learning skills.

## Experience

### Social Media Manager & Shopify Specialist

Implify – Social Media Agency

2024 - 2025

Managed complete Shopify store setups including design, product listings, automation, and optimization. Designed high-quality graphics and marketing creatives using Canva. Wrote engaging content for ads, social posts, and product descriptions. Utilized AI tools such as ChatGPT to improve workflow, content quality, and customer support. Supported clients with social media growth strategies and store performance enhancements.

### Graphic Designer & Social Media Manager

Badar ul Harmain Group of Travel

2025 - Present

Handling the complete social media presence of the company. Designing promotional posts, banners, reels thumbnails, and other travel-related graphics using Canva. Creating marketing strategies to improve brand reach and engagement. Collaborating on campaign ideas, Umrah packages, and digital promotions.

### Freelancer – Shopify, Designing & Digital Marketing

Self-Employed

2023 - Present

Working remotely with national and international clients. Providing Shopify store creation, redesigning, and full store management services. Designing logos, social media posts, and promotional content. Offering digital marketing services including ads setup, page optimization, and content strategy. Helping clients grow with the use of modern AI tools and creative visual designs.