

# Abdullah Qureshi

## Dynamic Data Analyst & Digital Marketing Professional

Rawalpindi, Punjab, Pakistan | 03315721177 | Abdullah.qureshi01@icloud.com | LinkedIn Profile

### Summary

A highly motivated, results-driven, and diligent professional with a robust foundation in both digital marketing strategies and data analysis. Eager to apply a proven fast-learning ability and hands-on experience gained within dynamic startup environments to drive significant marketing impact and contribute to business growth. I thrive under pressure, possess a genuine passion for creative problem-solving, and am committed to continuous self-education and professional development in the evolving digital landscape. My objective is to leverage analytical insights and strategic marketing initiatives to enhance brand visibility, optimize campaigns, and achieve measurable business objectives.

### Experience

#### HR Manager | Nexamark Digital | Lahore, Punjab, Pakistan

October 2024 – Present (10 months)

Spearheaded the management of comprehensive human resources operations within a fast-paced digital marketing agency, directly contributing to enhanced team efficiency and successful project delivery for diverse client portfolios.

Played a pivotal role in the end-to-end recruitment and onboarding processes for marketing and technical roles.

Collaborated with department heads to identify staffing needs and develop talent retention strategies.

#### Account Manager | J Telemarketing | Pakistan

August 2024 – September 2024 (2 months)

Successfully managed a portfolio of client accounts, ensuring high client satisfaction and lasting relationships.

Strategically coordinated telemarketing campaigns aligned with client objectives.

Acted as the primary point of contact for client queries and concerns.

#### Business Development Officer | Landster TMTM | Islamabad, Pakistan

November 2022 – April 2023 (6 months)

Proactively identified new business opportunities and contributed to revenue growth.

Developed and executed strategic initiatives and forged new partnerships.

Conducted in-depth market research and presented proposals to secure clients.

#### Digital Marketing Coordinator | Freelancer.com | International

January 2020 – 2022 (2 years)

Executed digital marketing activities for global clientele to enhance their brand visibility.

Assisted in content creation and campaign planning.

Utilized analytical tools to track campaign performance.

### Education

#### Bachelor of Business Administration (BBA), Marketing/Marketing Management, General

James Madison High School | July 2024

High School Diploma, Icom — PISR | October 2019 – January 2021

High School Diploma, Accounting — PISR

High School Diploma, Business/Commerce, General — PISR

### Skills & Certifications

**Key Skills:**

Digital Marketing Strategy & Execution, Data Analysis & Reporting, Business Development & Sales, Project & Campaign Management,  
Communication & Collaboration, Adaptability & Learning, Creative Problem-Solving

**Certifications:**

Oracle Data Management Platform, Market Research and Consumer Behavior,  
Google Ads Manager, Digital Marketing Certification