



# AAQIB SAMI ULLAH

DIGITAL MARKETING

New Industrial Area, Umm Al Thoub  
Umm Al Quwain, U.A.E

050 317 7520

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www.aaqibbajwa.com

www.github.com/bajwaaaqib

## SKILLS

- WordPress
- SEO
- Social Media Management
- Content Design
- Email Marketing
- Adobe Creative Suit
- E-commerce Managemet
- PHP Web Application

## LANGUAGES

- English
- Urdu/Hindi

## PERSONAL DETAILS

**Date of birth**  
05 Nov 1994

**Nationality**  
Pakistani

**Visa status**  
Employment

**Marital status**  
Married

## DRIVING LICENSE

**Driving license category**  
LVM Auto

## ABOUT ME

Motivated Digital Marketing professional with progressive experience in online branding and promotion. Eager to learn new strategies to enhance personal and organizational growth. Skilled at navigating high-pressure situations and achieving goals on time and within budget.

## WORK EXPERIENCE

**ARD PERFUMES**  
Umm Al Quwain  
May 2022 - Present

### Digital Marketing & IT Executive

- Develops and executes digital marketing strategies across social media and web platforms, enhancing brand visibility and engagement.
- Designs compelling graphics and visual content for campaigns, websites, and social media, integrating creative design with marketing objectives.
- Manage website maintenance, email administration, security protocols, and hosting configurations to ensure optimal performance and reliability.

**Upwork Freelance**  
Remote  
April 2019 - 2022

### Digital Marketing & Graphic Design

- Create and implement digital marketing campaigns across social media, email, and web platforms to drive engagement and conversions.
- Design visually appealing graphics, banners, and social media content aligned with brand identity using Adobe Photoshop and illustrator.
- Manage social media accounts, schedule posts, and engage with audiences to build brand loyalty.

**Puffin Technologies**  
Sialkot, Pakistan  
July 2018 - 2020

### Web Development & Graphic Design

- Assisted in website development using HTML, CSS, JavaScript, and PHP, gaining hands-on experience in building responsive and dynamic web pages.
- Learned and applied graphic design principles to create visual content for web pages, banners, and social media.

## EDUCATION

**Univerisity of Punjab**  
Gujranwala, Pakistan  
2020

### BS in Information Technology

- Gained comprehensive knowledge in programming, web development and basic AI for social media algorithm, while developing problem-solving and project management skills to deliver effective technology solutions.

**Punjab Groups of Colleges**  
Sialkot, Pakistan  
2018

### Computer Science

- I studied Computer Science where I learnt about harware and sotware and basic programming skills. I learned about algorithms, databases, and computer applications.

## ACHIEVEMENT

**Website Development**  
www.ardperfumes.com

### Ard Perfumes website (WordPress)

- Website Developed and configured with hosting and linked domain with mail server with security improvement.
- Payment Gateway handling and E-commence listing improvement with visual content. Website indexing and crawling for better SEO.

**Credential Management Tool**  
www.ardperfumes.com/IT

### Secure Credential Management Web App (PHP Programming Language)

- Developed and hosted this web app on hosting server and secured it with security protocols. Like passwords saving in database by Hashing.

**Weekly Reporting & Task Assignment Tool**  
www.ardperfumes.com/reporting

### Weekly Report & Task Assignment Web App (PHP Programming Language)

- Efficiently managed tasks and reports through both Admin and Employee dashboards. This web app developed based on company's requirements.