



# AAQIB SAMI ULLAH

## DIGITAL MARKETING

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

050 317 7520

info@aaqibbajwa.com

www.aaqibbajwa.com

www.github.com/bajwaaqaqib

### SKILLS



### LANGUAGES



### 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

#### University 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 hardware and software 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-commerce 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.