



ALI MUAWIA ISHFAQ

Customer Service & Digital Marketing Professional

CONTACT

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Abdul Hakim, Tehsil Kabirwala, District Khanewal

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Mian Channu, District Khanewal

CNIC: 36102-0918239-7 | **DOB:** 22 March 2006

LANGUAGES

Urdu - Native | Punjabi - Native | English -
Basic Spoken/Fluent Written

EXPERTISE

- Customer Service (95%) | MS Office Excel/Word (85%)
- SEO & Digital Marketing (85%) | Sales & Retail (90%)
- Content Writing (80%) | Typing: 25-30 WPM

CAREER OBJECTIVE

Motivated and hardworking individual seeking an opportunity in a reputable organization where I can apply my communication skills and digital knowledge. With hands-on experience in telecom customer service and a growing expertise in freelancing and SEO, I aim to grow professionally.

WORK EXPERIENCE

UFONE TELECOM - CSR & Retail Sales Officer | 18 Months

- Handled customer queries and achieved sales targets
- Maintained client records using **MS Excel** (data entry, reports)
- Prepared official documents and reports in **MS Word**
- Provided excellent customer service and maintained client relationships

ZH IT SOLUTIONS - Call Center Agent | 9 Months

- Managed customer interactions and resolved issues
- Maintained records using **MS Excel** - daily tracking sheets
- Created weekly performance reports using **MS Word**
- Handled inbound/outbound communication efficiently

JAZZ TELECOM - Direct Sales Officer (DSO) | 6 Months

- Conducted direct sales and customer outreach activities
- Maintained sales records using Excel sheets
- Achieved monthly sales targets through effective communication

THE URBAN UNIT - Surveyor (Flood Survey) | Project Based

- Conducted field surveys for flood-affected regions
- Ensured data accuracy and reported findings to management
- Collaborated with team to complete survey objectives

EDUCATION

FA (Faculty of Arts) - Passed/Cleared | Year: 2025

DIGITAL & TECHNICAL SKILLS

MS Office: Excel (Data Entry, Formulas, Reports, Tracking Sheets), Word (Document Creation, Formatting, Reports) - *Good working knowledge, daily use in professional environment*

SEO & Marketing: Guest Posting, Blog Outreach | **Design:** Canva, Photoshop Basics

Content: Article Writing, AI-based Rewriting | **Technical:** Windows Installation, Troubleshooting