



# ALI MUAWIA ISHFAQ

Customer Service & Digital Marketing  
Professional

## CONTACT

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**Permanent:** Mohallah Rahman Town, St#4  
Abdul Hakim, Tehsil Kabirwala, District Khanewal

**Temporary/Mailing:** Chak No 9A/8R, Tehsil  
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