

# SABA ARSHAD

Digital Marketing Specialist | Shopify Expert |  
Creative Designer

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## ABOUT ME

I'm a passionate Creative Designer and Digital Marketer with over 3 years of experience in designing visually engaging content and building successful online stores. I specialize in Shopify store design, brand identity creation, and social media marketing, helping businesses grow their online presence and boost sales.

## WORK EXPERIENCE

### Digital Marketing Specialist / Shopify Expert

FREELANCE — 2022 TO PRESENT

- Developed and managed Shopify stores for multiple clients across various industries.
- Created and optimized Shopify product listings, collections, and themes to enhance sales performance.
- Managed paid marketing campaigns on Facebook and Instagram, achieving strong ROI.
- Developed and managed Shopify stores for international clients (US, UK & Pakistan) with focus on high-converting design and seamless user experience.

### Key Projects

I have designed and developed several Shopify stores with a focus on clean design and smooth functionality. Every project reflects my creativity and commitment, achieving 100% client satisfaction through quality work and reliable results.

- MK Royal Store – Designed a modern and user-friendly Shopify store focused on brand identity and smooth shopping experience.
- Nutra Bioses – Built a professional product-based Shopify store that highlights premium skincare products with clean visuals and optimized layout.
- Idealancy.pk – Developed a stylish home accessories store with elegant product presentation and easy navigation for a seamless customer experience.

## EDUCATION

### BS IN INFORMATION TECHNOLOGY 2021–2024

(Graduated from The Islamia University Bahawalpur Pakistan)

## SKILL

- Shopify Store Setup & Management
- Digital Marketing & Social Media Strategy
- Brand Identity & Visual Design
- Product Research & Optimization
- Campaign Management (Facebook, Instagram, Google Ads)
- Professional Video Editing

## PROFESSIONAL INTERESTS

- E-commerce Business Development
- Video Editing & Production
- Social Media Marketing
- YouTube Automation
- Creative Design & Content Strategy