

# M Sajid Imran

Mianwali District, Punjab, Pakistan

sajid71900@gmail.com

[linkedin.com/in/msajidimran](https://www.linkedin.com/in/msajidimran)

## Summary

I am a dynamic professional with three years of diverse experience encompassing digital marketing, sales management, software QA, graphic design, PHP development, and technical support engineering. My multifaceted expertise has consistently delivered exceptional results, driving business growth and enhancing brand reputation.

In digital marketing, I have spearheaded successful campaigns across various platforms, including social media, email, SEO, and PPC. Proficient in utilizing tools like Google Analytics, HubSpot, and Hootsuite, I excel in tracking performance and optimizing strategies.

As a sales manager, I have effectively implemented revenue-generating sales strategies, fostered client relationships, and closed deals to meet organizational goals.

In software QA, I have conducted rigorous testing of web applications, mobile apps, and desktop software using tools like Selenium, JIRA, and TestRail to ensure top-notch quality and adherence to deliverables.

As a graphic designer, I have crafted visually captivating designs for diverse projects, including social media, print, and web, using tools like Adobe Creative Suite, Canva, and Sketch to meet client specifications.

I am enthusiastic about leveraging my skill set to drive business growth and reputation enhancement. Open to new challenges and opportunities, I am eager to contribute to your organization's success. Please feel free to reach out to discuss how I can add value.

## Experience



### Technical Support Engineer

Mr. Cod Pakistan

2021 - Present (3 years)

Experienced Technical Support Professional with a demonstrated history of successfully implementing, quality assurance testing, and identifying errors and bugs in POINT OF SALE (POS) ERP software within the fast-paced environment of MR.COD PAKISTAN. With three years of dedicated service, I have honed my skills in troubleshooting and resolving software issues, ensuring smooth operations and client satisfaction. Proficient in providing comprehensive assistance, I excel in communication, technical expertise, and proactive problem-solving, facilitating efficient support delivery and fostering positive client relationships.

### Sales And Marketing Administrator

BMA SOLUTIONS LIMITED

Feb 2020 - Present (4 years 3 months)

As a Sales and Marketing Administrator at BMA SOLUTIONS, I was responsible for providing support to the sales and marketing teams to ensure the smooth and efficient operation of their daily activities.

In the sales department, I maintained and updated customer records in the company's database, ensuring accurate and up-to-date information for the sales team. I also assisted with the preparation of sales proposals, presentations, and reports, ensuring that they were of high quality and met the client's needs. Additionally, I provided exceptional customer service to clients and prospects, ensuring their needs were met in a timely and professional manner.

In the marketing department, I supported the development and execution of marketing campaigns across various platforms, including social media, email, and PPC. I assisted with the creation of marketing materials such as brochures, flyers, and presentations, ensuring that they were visually appealing and aligned with the company's brand identity. I also monitored and analyzed campaign performance using tools such as Google Analytics and provided regular reports to the marketing team.

I collaborated closely with other departments, such as product development and customer service, to ensure that their needs were met and that the sales and marketing teams were aligned with the overall business objectives. I also attended industry events and conferences to stay up-to-date with the latest trends and best practices in sales and marketing administration.

Overall, my experience as a Sales and Marketing Administrator at BMA SOLUTIONS allowed me to develop a strong understanding of the sales and marketing process and how support functions can contribute to the success of these teams. I am excited to bring my expertise to new opportunities and contribute to the success of other companies.

## **Digital Marketer in BLUE OCEAN MARKET**

### **BLUE OCEAN MARKET**

Feb 2020 - Apr 2022 (2 years 3 months)

During my time at Blue Ocean Market, I worked as a Digital Marketing Specialist, where I was responsible for developing and executing digital marketing campaigns that helped drive business growth and increase revenue.

I developed and executed successful campaigns across various platforms, including social media, email, SEO, and PPC. I used my expertise in digital marketing tools such as Google Analytics, HubSpot, and Hootsuite to track performance and identify areas for improvement.

I also developed and executed targeted email campaigns that resulted in significant customer engagement and conversion rates. I utilized my knowledge of market trends and consumer behavior to create campaigns that effectively reached and engaged with our target audience.

In addition, I managed the company's social media presence, creating and curating content that resonated with our target audience. I also monitored and analyzed social media performance using tools such as Sprout Social and provided regular reports to the management team.

I collaborated closely with other departments, such as sales and product development, to ensure that our digital marketing strategies aligned with the overall business objectives and customer needs. I also attended industry events and conferences to stay up-to-date with the latest trends and best practices in digital marketing.

Overall, my experience at Blue Ocean Market allowed me to develop a deep understanding of the digital marketing process and how it can be used to drive business growth. I am excited to bring my expertise to new opportunities and contribute to the success of other companies.

## Education

### **BMA SOLUTIONS**

Digital Marketing & Sales Management, Digital Communication and Media/Multimedia

Feb 2020 - Feb 2022

Completed 2-year Digital Communication & Media/Multimedia degree at BMA Solutions. Gained practical skills in digital media design, web development, social media marketing, digital advertising, and content creation. Learned teamwork, creativity & adaptability. Specialized in social media marketing and content creation in 2nd year, gaining hands-on experience with various social media platforms and tools. Attended talks & workshops by digital media experts, worked on a project with one, and created personal projects such as a blog & YouTube channel. Excited to use skills & knowledge to make a difference in the digital media industry. Proud to be a BMA Solutions graduate.



### **Allama Iqbal Open University**

Master's degree

Feb 2012 - Feb 2020

Several years ago, I embarked on a journey to earn a Dars-e-Nizami degree from Wifaq-ul-Madaris Multan, one of the top Islamic institutions in Pakistan. This rigorous curriculum is designed to provide students with a comprehensive understanding of the Islamic faith and its teachings, as well as the knowledge and skills needed to become scholars and educators in the field of Islamic education.

Throughout the program, I delved into a range of subjects in Islamic studies, including Quranic studies, Hadith, Tafseer, Islamic jurisprudence, and Arabic language. The journey towards achieving my Dars-e-Nizami degree was not an easy one. It required immense dedication, hard work, and sacrifice. However, with the guidance of my teachers and mentors and the support of my family and friends, I was able to persevere and complete the program.

## Skills

Social Media Marketing • Graphic Design • Video Editing • Sales Management • Management • PHP  
• Technical Support • Software Quality Assurance • Software Development • Web Development