

Ashir Naeem

Gujranwala, Pakistan

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Dynamic and versatile professional with proven expertise in digital marketing, e-commerce management, content creation, and graphic design. Currently pursuing a Bachelor of Business Administration with a specialization in Management and Marketing. Skilled in managing social media accounts, optimizing e-commerce platforms, designing impactful visuals, and crafting compelling written content. Proficient in data analysis, and Microsoft Office, with hands-on experience in brand building, product photography, and campaign execution. Recognized for strong leadership, creativity, and a results-driven approach that enhances customer engagement and drives business growth. Eager to apply skills and creativity in a challenging role to deliver measurable impact and contribute to organizational success.

EDUCATION

GIFT University, Gujranwala

Bachelor of Business Administration (BBA) —Management, Marketing

Guj, PK

2022 - 2025

- **Awards:** Class Medal
- **Extracurricular Activities:** Active participation in business seminars and marketing workshops.

Aspire College, Gujranwala

Pre-Engineering

Guj, PK

2019 - 2021

- **Extracurricular Activities:** Participation in science competitions, developing strong analytical and strategic planner.

WORK AND LEADERSHIP EXPERIENCE

E-commerce Specialist

Extreme Commerce |

Isb, PK

2021 - 2025

- Directed Amazon Seller Central accounts to optimize sales and performance.
- Handled order processing from tracking to delivery, ensuring seamless customer support.
- Improved product rankings through effective keyword optimization and market research.
- Researched market trends and competitors to inform strategic decisions.
- Collaborated with teams to design and implement marketing campaigns aimed at increasing sales.
- Created and managed product listings across multiple platforms, ensuring accurate descriptions and appealing imagery.
- Conducted product photography to showcase items attractively, enhancing visual appeal and engagement.

Social Media Manager & Marketing Specialist

Enabler's |

Fiverr

2022-24

- Managed social media accounts for various clients to increase their online presence.
- Developed and launched digital marketing campaigns to promote products and services.
- Created engaging content, including posts and videos for different platforms.
- Implemented growth tactics that increased followers and engagement.
- Collaborated with teams to align marketing efforts with business goals.

Graphic Designer

- Designed logos, banners, and advertising creatives for brands and campaigns.
- Created social media graphics, promotional materials, and marketing collateral.
- Conducted product photography and editing for e-commerce and brand marketing.
- Developed brand identity guidelines to ensure design consistency across platforms.
- Designed print materials such as brochures, flyers, and product packaging.

Content Writer

- Wrote SEO-optimized blog posts, articles, and product descriptions.
- Crafted engaging ad copy and social media captions tailored to specific audiences.
- Developed story-driven marketing content for branding and promotional campaigns.

- Conducted keyword research to improve search engine rankings.
- Edited and proofread content to maintain brand voice and grammatical accuracy.
- Researched industry trends to create relevant and impactful content strategies.

Content Creator

2023 – Present

Instagram | @aestheticashir |

- Proficient in crafting captivating reels that convey brand messages and drive audience engagement.
- Optimized reel content for maximum visibility and brand reach through strategic use of trends and creative storytelling.
- Experienced in utilizing video editing tools, creative effects, and storytelling techniques to produce high-quality, engaging reels.
- Expert in analyzing reel performance to adjust strategies and ensure campaign goals are achieved.

Microsoft Office 365 Expertise

- Create and format reports, letters, and memos with styles and templates to enhance clarity and readability.
- Analyze data and manage spreadsheets while developing clear charts and graphs using formulas and functions.
- Utilize pivot tables to effectively summarize and analyze complex datasets.
- Design engaging presentations that incorporate multimedia elements and effective slide layouts.
- Implement transitions and animations to enhance audience engagement and understanding.

Services done

Key Club:

Worked with key club for community services projects to help benefit the community and in some case for few people.

Event Management:

I've mastered event management, maintaining meticulous daily progress records to pinpoint and improve areas needing enhancement, ensuring seamless execution of successful events.

Skills

Digital Marketing | E-Commerce Expertise | Data Analysis | Graphic Design | Customer Service | Event Management
Content Creation | Team Leadership | Communication | Strategic Planning | Industry Specific Skills | Report
Generation

Certificates

Microsoft Office 365 | Certificate of Appreciation | Certificate of Participation in Event Management