

# SYED MUHAMMAD MAAZ UL HASAN

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in syedmaaz508

## PROFILE

Motivated beginner in digital marketing with a solid foundation in the principles of online marketing. Skilled in creating engaging content, social media management, and SEO. Passionate about learning and staying up-to-date with the latest industry trends and techniques. Dedicated to helping businesses achieve their marketing goals through effective digital strategies.

## PROFESSIONAL EXPERIENCE

### **Digital Marketing Executive, ABNOTIX SOLUTIONS**

09/2022 – present  
Karachi, Pakistan

- Communicated marketing team plans and accomplishments to verify alignment with senior management objectives.
- Increased Social media lead Generation through regular engagement with customers, influencers, and followers.
- Assisted in the creation and optimization of Facebook Ads campaigns, achieving a 20% increase in click-through rate and a 15% decrease in cost per click.
- Worked closely with the Marketing Manager for research and creative purposes.
- Managed social media accounts and created social media content for daily posting of different Clients.
- Approved management project through proper implementation.
- Stayed up-to-date with the latest social media trends and algorithm updates, and recommended new strategies and tactics to improve social media performance.

### **Sales Executive, ABNOTIX SOLUTIONS**

06/2022 – 09/2022  
Karachi, Pakistan

- Generate new sales leads, negotiate client pricing, and forecast sales revenue.
- Built and maintained relationships with key contacts at potential clients, consulting companies, and partners in order to get access to new opportunities.
- Utilized CRM software to manage client information, track sales progress, and generate reports, resulting in increased productivity and efficiency.

### **Sales Executive, ARTMIXIT**

01/2022 – 07/2022  
Karachi, Pakistan

- Generate new sales leads, negotiate client pricing, and forecast sales revenue.
- Developed and maintained relationships with existing clients, providing exceptional customer service and addressing any concerns or issues promptly and effectively.
- Coordinated with vendors to produce marketing materials such as brochures, flyers, and banners, resulting in improved brand recognition.

## ACADEMIC

**M.Sc (Hons.), University of Karachi (UOK)**  
Satellite Communication

2021 – 2022  
Karachi, Pakistan

**B.Sc (Hons.), University Of Karachi (UOK)**  
Space Science and Technology

2019 – 2021  
Karachi, Pakistan

**Intermediate,** *DJ Sindh Govt. Science College*  
Pre-Engineering

2016 – 2018  
Karachi, Pakistan

**Matriculation,** *Little Folk's School*  
Science

2014 – 2016  
Karachi, Pakistan

## CERTIFICATION

**Digital Skills: Digital Marketing**  
2023 | FUTURE LEARN

**Front End Development - HTML**  
2022 | Great Learning Academy

**Introduction To CSS**  
2022 | SIMPLILEARN

**Introduction To JavaScript**  
2022 | Great Learning Academy

**NodeJs Course**  
2022 | Great Learning Academy

**Basic Graphic Designing &  
Video Editing Course**  
2020 | BRAIN

**Certification of Information  
Technology (CIT)**  
2015 | Skill Development Council  
(SDC)

## SKILLSET

Creative Thinking	● ● ● ● ●	Effective Communication	● ● ● ● ●
Strategies Building	● ● ● ● ●	Time Management	● ● ● ● ●
Problem Solving	● ● ● ● ●	Front-End Web Development	● ● ● ● ●
Social Media Marketing	● ● ● ● ●	Sales & Administrative	● ● ● ● ●
Graphic Designing	● ● ● ● ●		

## TECHNOLOGIES KNOW ABOUT

**Hypertext Markup Language (HTML)**

**Cascading Style Sheet (CSS)**

**Javascript (JS)**

**WordPress**

**React JS**

**Github**

**Adobe Photoshop**

**Ms Office**

## ORGANIZATIONS

**Research Seminar on Space Science & Technology,** *Volunteer* 2022

**NASA SPACE APP CHALLENGE,** *Organizer* 2019

**AZM E PAKISTAN ( A Social Talk ),** *Volunteer* 2019  
by Development Resource Welfare Foundation (D.R.W.F)