



Muhammad Talha

Profile

Digital Solutions & Automation Specialist with experience in building scalable pricing systems, workflow automation, high-performing websites, and accessible digital solutions for marketing agencies.

Work Experience

Business Automation & QA Analyst

Saleswaly Marketing Agency | 2024 – Present

- Built scalable Excel and Google Sheets systems for pricing, licensing, and reseller management
- Automated quote generation and document workflows (Excel → Word → PDF)
- Implemented advanced pricing logic, regional rules, and master-to-client data flows.
- Conducted WCAG 2.1 AA and Core Web Vitals audits using manual and automated tools.
- Designed and automated form workflows with validation, conditional logic, and reporting outputs.

Digital Solutions Specialist

Saleswaly Marketing Agency | 2024 – Present

- Developed and maintained websites using WordPress, Shopify, Squarespace, and custom HTML, CSS, and JavaScript.
- Designed high-impact digital assets including AI-generated social posts, flyers, banners, sales creatives, and logos.

Languages

- ❖ English: Intermediate
- ❖ Urdu: Fluent

Contact

Usama Block Nishter Colony

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Skills

- ❖ Data Analysis & Digital Automation
- ❖ Workflow Optimization
- ❖ Accessibility & QA Testing
- ❖ Web Development
- ❖ Responsive Web Design
- ❖ AI Graphic & Visual Design
- ❖ AI Branding & Marketing Creatives
- ❖ Document Automation
- ❖ Project Management

Education

Bachelor's in Software

Engineering

Orbit University – Lahore Nov 2024

– Present

Intermediate

WWHS College - Lahore Jan 2022

– Sep 2024