



MUHAMMAD QASIM

DIGITAL MARKETER

PROFILE

Software engineer with the ability to quickly adapt to new environments and challenges. Proven ability to be both self-sufficient and collaborative whilst staying focused on delivering high quality results under tight deadlines. Equipped with a diverse skillset with the purpose of delivering high value. Able to self-manage independent projects and ventures, also very disciplined.

PERSONAL DETAILS



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SKILLS & TECHNOLOGIES

JavaScript	C++
Java	C#
HTML	Google Ads
CSS	Google Analytics
Node.js	SEO
Photoshop	Email Marketing
Video Editing	Content Creation
Python	Copywriting
MySQL	Project Management

EDUCATION

- **Computer Science**
Manchester Metropolitan University
Sep 2021 - Present
- **A-levels: Business (A*), Economics (B), Core Maths (B), Information Technology**
Introductory Diploma (Dist)
Elliott Hudson College, Leeds, UK
Sep 2019 - June 2021
- **6 GCSEs at grades 9-5 (A-C) including Mathematics and English**
Woodkirk Academy, Leeds, UK
Sep 2014 - June 2019

WORK EXPERIENCE

Company Director, Digital Marketing Agency

Jan 2018 - Present

- Qasim Media is a digital marketing agency that has evolved over time, starting with content creation and more services have been added since the agency's inception.
- Provide management services to companies which covers everything from employee training, marketing, recruiting, financing & much more.
- Offer development services to clients, that consists of website development and more.
- Provided custom built **Web3** and regular products to companies that were used by over **30,000+ of their users daily**.
- Offering digital marketing services spanning across Google, YouTube, TikTok, Email and much more.
- All clients have received at least a **200% increase in traffic** after receiving the digital marketing services.

Sales Representative, Batley Fireplaces

July 2016 - Dec 2017

- Dealing with customers questions as they browse the store.
- Revising business product prices and deals to then offer to customers in store.
- Handling customers queries on the phone, whether that be product related or to book a survey for their home.

Sales & Technical Assistant, Kings Computers

Mar 2014 - Feb 2016

- Assessing issues with a product that are brought in by customers and
- Building computers to satisfy customer orders according to their specifications.
- Installing operating systems and a variety of software on customer products.

PROJECTS

Qasim Solutions

Dec 2020 - Present

- This is one of the arms of **Qasim Media**, it is dedicated to building products and tools using software engineering. It was created during the **Web3** surge to help companies in that space with their communities.
- A variety of **NFT focussed tools** were built that monitored sales and lists for NFT projects on all major marketplaces. The tools retrieve data regarding NFT projects, that includes but not limited to **sales, volume, and cryptocurrency conversions**. Data regarding gas prices on the **Ethereum Blockchain** was also implemented into the tools.
- Hosted on **Discord** using **DiscordJS, JavaScript** and a variety of **API's**, it served over **30,000 users daily**. Currently being used by multiple **Web3 focused communities**.
- Build and maintain client websites that help develop their online presence and grow their customer base.

YouTube SEO Tag Generator

- A website that will take generate tags for YouTube videos based on a pre allocated topic ensuring SEO takes place through the use of the generated tags.
- Built with **HTML, CSS & JavaScript**. With the purpose of being easy to use for any user that utilizes the generator.

HowToGym

- A website built to store workout programs separated per day with the ability to display exercise explanations as well as repetitions and set instructions.
- Built to be responsive for all devices especially mobile devices so that users can utilize the website in the gym and follow their own workout programs.