055 756 8805 / wasim@hey.com
wasim.co / Dubai

Wasim Ullah

Full Stack Marketer
Personal Profile

- Achievements
- Work Experience
- Personal Data
- Technical Knowledge
- Education
- Certificates

With more than six years of experience in full stack marketing, I own proven skills set to generate the best possible return on investment.

My skills have evolved with a rigorous dedication to the work and my career growth.

I have been recalled for consultation and rehired on projects by the people I worked with in the past due to mutually shared honest and profound experiences.

The skilled full stack marketers are extremely rare and they know the entire marketing landscape with their practical understanding. I am one of them.

Wasim Ullah <wasim@buyanyinsurance.com>
to Michael, company

Hi Mike,

It feels good. Let's go above and beyond.

Thank you all.

Cheers!

On Thu, Jan 16, 2020 at 10:33 AM Michael Ilyas <michael@buyanyinsurance.com> wrote:

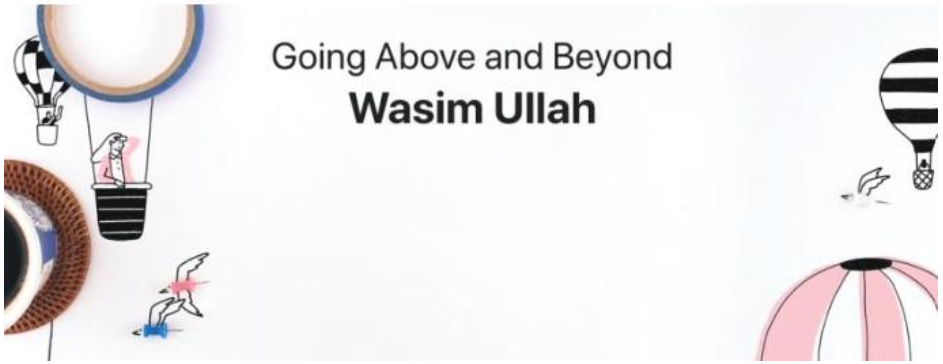
> Hi All,
>
> For the past 2,3 days we have been getting a lot of Leads our first record was 70 then 92 and yesterday was 113.
>
> Wasim thank you for all the effort & hard work you been putting in also with managing the remote team.
> Your hard work & resilience is paying off .
> With all these leads we should be looking a brighter year & coming out stronger. Sales team will hopefully achieve our closing rate of 40%
>
> Thank you all for you hard work & lets stay strong this year.
>
> Best,
> Michael

--
Wasim Ullah
Growth Hacker
Digital Marketing | BuyAnyInsurance.com

04 264 4689 | 55 756 8805
wasim@buyanyinsurance.com
www.buyanyinsurance.com
503, The Onyx Towers 2, Greens, Dubai, UAE

Salim Zafran • 1st
Managing Director at Vudu Advertising/Entertainment
1yr •

Wasim Ullah #Kudos Wow! Just when I thought your work couldn't get any better #GoingAboveAndBeyond



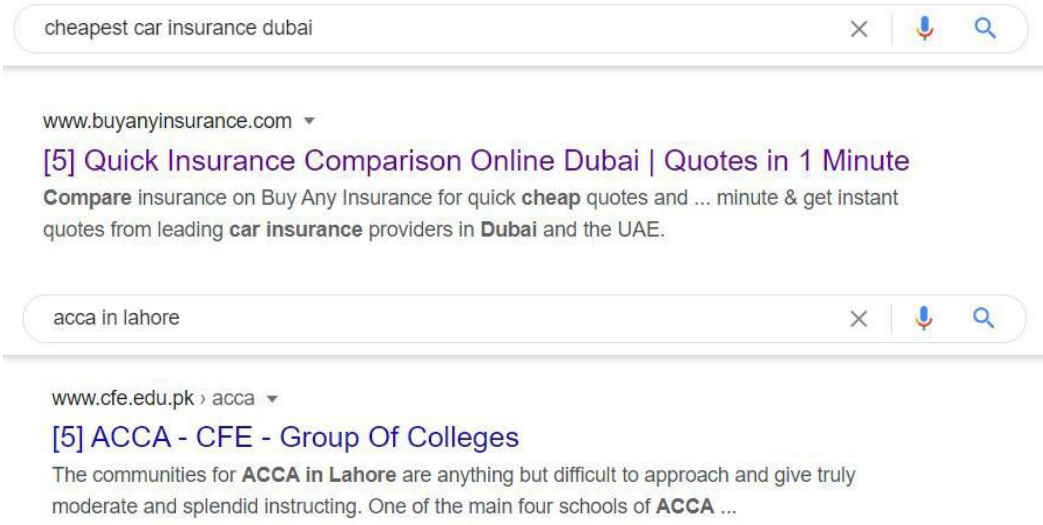
Full Stack Marketing

- Search Engine Optimization
- Facebook + Instagram Advertising
- Google Advertising
- Graphic Design + Video Making
- Websites + Landing Pages
- Press Releases + Backlinks
- Email Marketing + Email Automation
- Content Writing
- Social Media Marketing

I have learnt full stack marketing with proven record in each stack (marketing area) to be mentioned in the next pages.

Search Engine Optimization

I have optimized the websites of educational institute and fintech portal against their **primary keywords.** They were ranked on the first page within a short period.



Website: www.buyanyinsurance.com

Keyword	Average Monthly Searches
Car Insurance Dubai	3600
Insurance Car	3600
تأمين السيارات	1900
تأمين سيارة	1900
الوثبة للتأمين	1300
Al Buhaira Insurance	1000
Cheapest Car Insurance Dubai	480
Car Insurance Quotes	390
Compare Insurance	320

Website: www.cfe.edu.pk

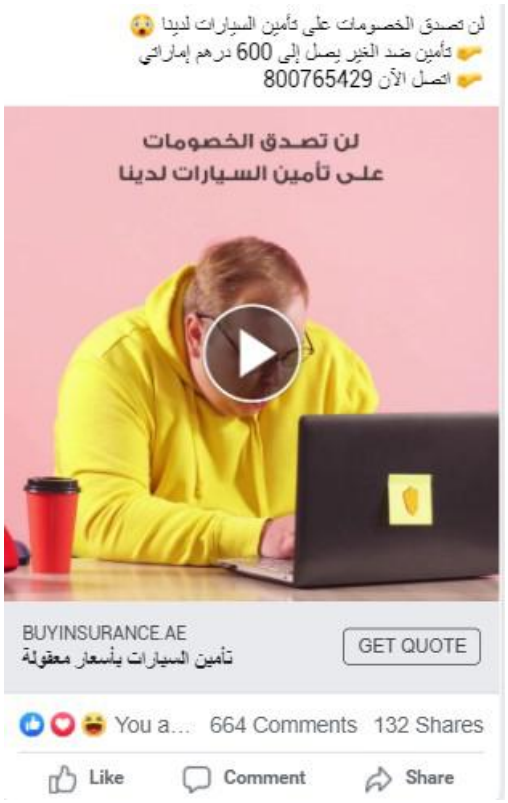
Keyword	Average Monthly Searches
BBA	4400
ACCA in Lahore	170
CA in Lahore	170
GCUF Affiliated Colleges	10
CFE College	10

Facebook + Instagram Advertising

From creating adcopy, graphic designs, video making to launching and optimizing Facebook and Instagram advertisements, I have done it all, over and over again.

I have helped businesses to generate over 10 million in revenue, 100+ million impressions and always exceeded in their ROI expectations.

Screenshots are my actual work.



An ad that generated 2908 leads at 5.93 CPL

	Campaign Name	Delivery	Bid Strategy	Budget	Results	Reach	Impressions	Cost per Result	Amount Spent
	Conversions	Ad Off	Target cost	600.00 د.إ Daily	2,908 Leads	349,120	1,471,063	5.93 د.إ Per Lead	17,242.07 د.إ
	Conversions	Active	Cost cap	300.00 د.إ Daily	1,808 Leads	211,076	838,789	5.26 د.إ Per Lead	9,502.77 د.إ
	Conversions	Active	Bid cap	300.00 د.إ Daily	1,664 Leads	160,135	323,062	5.06 د.إ Per Lead	8,411.67 د.إ

A few ad campaigns on Facebook + Instagram platforms

Google Advertising

I have optimized Google ad campaigns with thorough keywords research and dropped CPL from an expected 30 to 26 over several months period. Attached screen-shot is from one of my accounts.

The campaigns collective performance over 19 months with lowest CPL.

Graphic Design + Video Making

I have created graphics for the top tier firms in different industries, including construction, education, food, medical and advertising.

Please check out the videos portfolio from wasim.co/video.

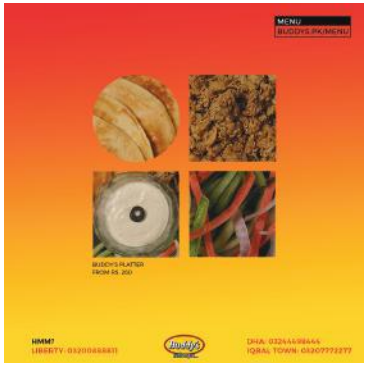
Brochure Designed for INTERGULF

Flyer Designed for INTERGULF

Bus Stickers Designed for ASIA Contracting

Facebook Update for CFE

Facebook Update for Buddy's



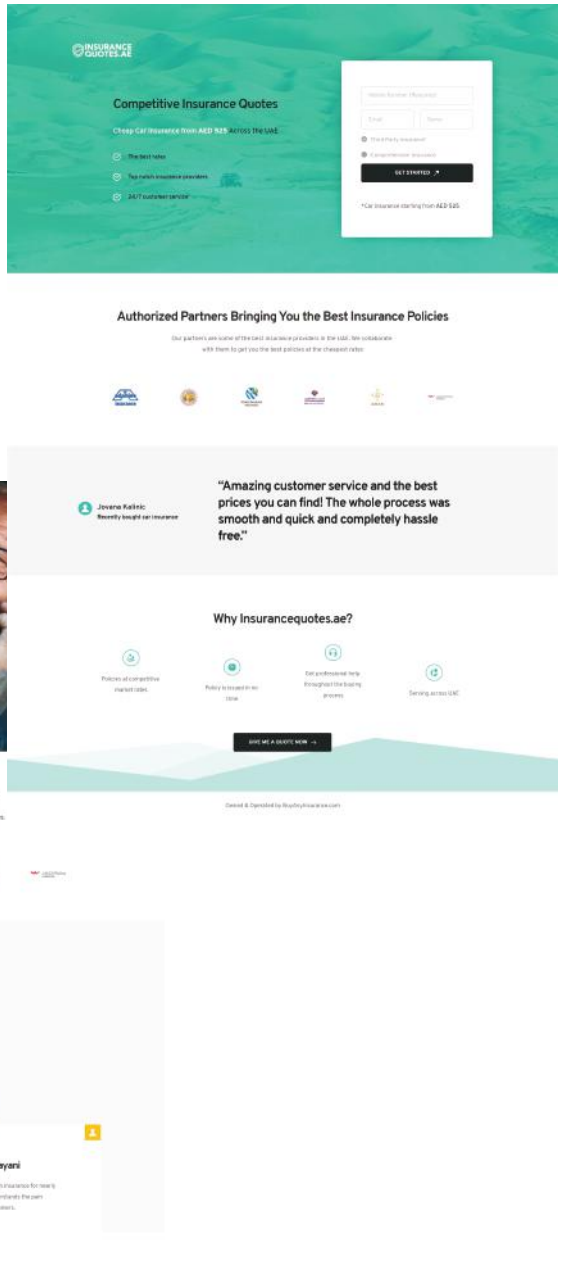
Websites + Landing Pages

I have developed landing pages and websites using WordPress CMS system. Including websites that have over 50 internal pages.

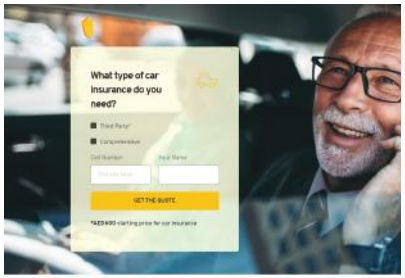
Websites

www.asiacontracting.com
www.aegisroofingcompany.com
www.vuduadvertising.com
www.p3care.com

Landing Page 2

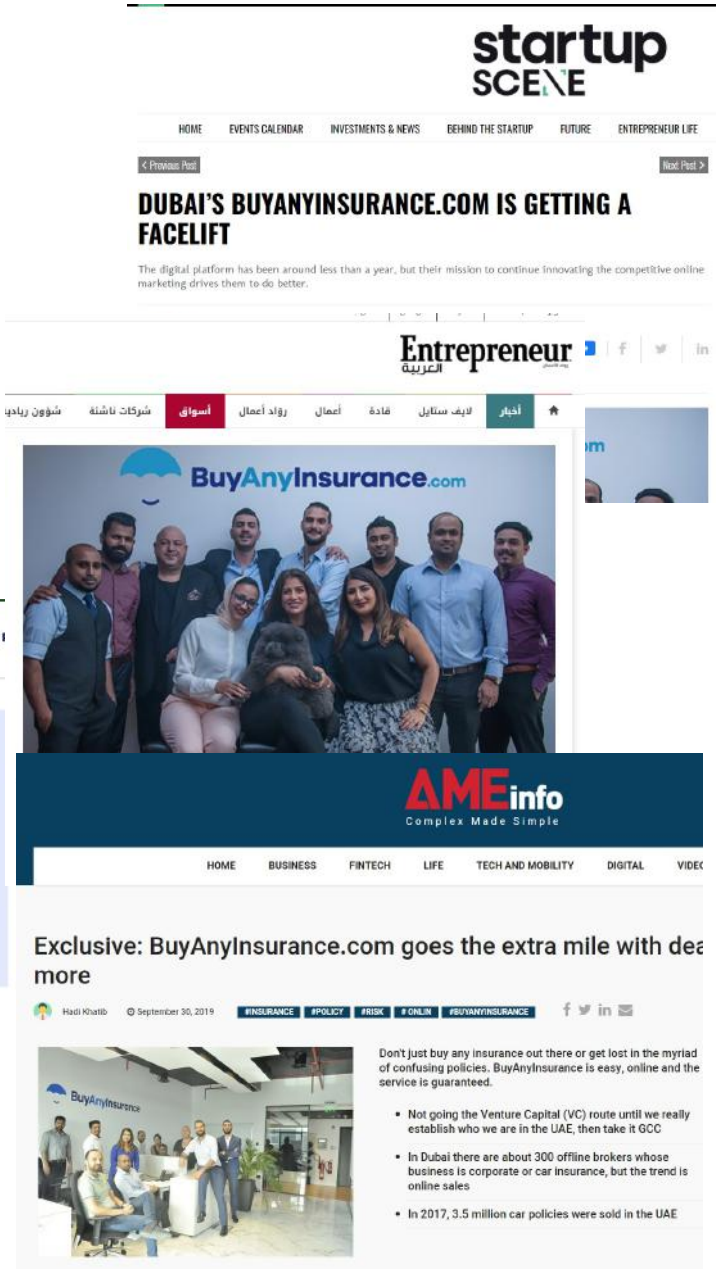


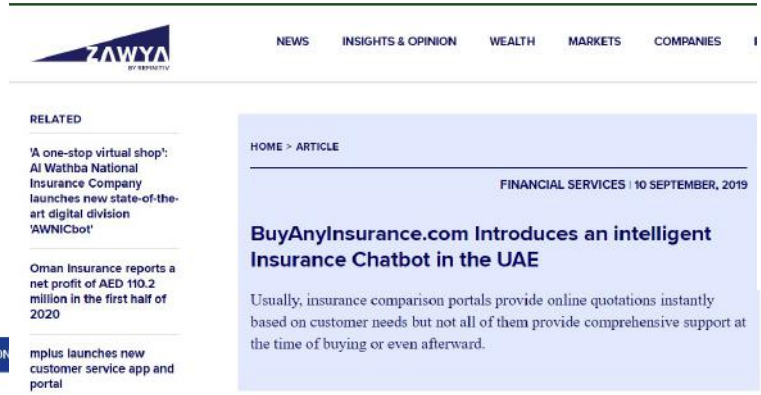
Landing Page 1



Press Releases + Backlinks

I have been able to generate high quality backlinks and press releases for SEO and brand recognition. I have also trained writers to successfully pitch such magazines.





Email Marketing + Automation

I have optimized MailChimp for email automation and Mailjet for email marketing.

Content Writing

I have written content for websites, blogs, social media, creative adcopy and email marketing.

Social Media Marketing

I have created social media calenders, creative designs and content that has reached millions of users on various social media channels.

Viral Facebook Update for Buddy's

Hall of Achievements

- Reduced CPL by 85% during my tenure,
- Single-handedly achieved the double in ROI in four months as compared to the previous eight months' period when the entity had three resources with the double years of experience,
- Reduced to 80% the overall search and social ads spend and increased conversions by 5%,
- Ranked for top 10 primary high volume keywords high in search results in short period of less than six months,
- Planned and executed two Chatbots to automate sales and customer support work,
- Replaced the marketing head with nine years of experience in the core team within ten days, paid campaigns lead with ten years of experience in two months and visual designer with twelve years of experience in three months of joining in the same startup,
- Single-handedly achieved the double in ROI in four months as compared to the previous eight months' period when the entity had three resources with the double years of experience.
- Redesigned logos, business stationery, brochures, profiles, physical branding, and websites of eight multinational companies based out of Dubai in three months,
- Managed several clients' portfolio without major assistance.
- Created viral content and received more than one million views for a Facebook page in two weeks,
- Generated over twenty-five thousand leads for enrollments across five different campuses,
- Started out as social media strategist, promoted to lead the entire digital media workload,
- Trained two fresh grads who replaced their seniors within the next six months.

Technical Knowledge

Digital Graphic Designs:	Adobe Photoshop
Print Graphic Designs:	Adobe Illustrator Adobe Indesign
Video Making:	Adobe After Effects
Presentations:	Microsoft PowerPoint
Reporting:	Google Analytics Google Data Studio Microsoft Excel
Digital Advertising:	Facebook Ads Manager Google Ads Manager ToTok Ads Manager LinkedIn Advertising
Search Engine Optimization:	Moz Pro SEMrush Pro Yoast SEO ScreamingFrog
Digital Automation:	ManyChat Chatbot Intercom Automation Hootsuite iFTTT

Work Experience

Marketing Director [Promoted] May 2020 - Now
Digital Marketing Manager May 2019 - April 2020
BuyAnyInsurance, Dubai

Sr Digital Branding Specialist Feb 2018 - April 2019
Vudu Advertising, Dubai

Digital Media Lead [Promoted] July 2016 - July 2017
Social Media Strategist June 2015 - June 2016
CFE Group of Colleges, Lahore

Marketing Associate Dec 2013 - April 2015
Imanagers, Lahore

Education

BBA (Hons.) 2009 - 2013
University of the Punjab, Lahore

Personal Data

Marital Status:	Married
Date of Birth:	December 11, 1992
Passport Number:	CP6853621
Nationality:	Pakistan

CERTIFICATE OF COMPLETION

November 16, 2018

Dear Wasim Ullah,

Congratulations on your successful completion of General Assembly's Digital Marketing Circuit course beginning on 10/25/2018 and ending on 11/29/2018. Receipt of this email attachment can be used to confirm that you received 30 hours of instruction.

If you have any questions, please let me know.

Good luck on your continued educational and professional adventures.

Sincerely,

Dan Reina
Manager, Online Education

GENERAL ASSEMBLY
https://generalassemb.ly
902 Broadway, 4th Floor
New York, NY 10010

Congratulations!

Wasim Ullah

Completed

Digital Sales Certification

on July 20, 2019

Completion ID: 35370264 Expires: July 20, 2021

You know how to sell digital marketing services and products.

Google

UDACITY

⟨/10^6⟩
مبادرة مليون مبرمج عربي
1 MILLION ARAB CODERS INITIATIVE

VERIFIED CERTIFICATE OF COMPLETION

Wasim Ullah

Has successfully completed the

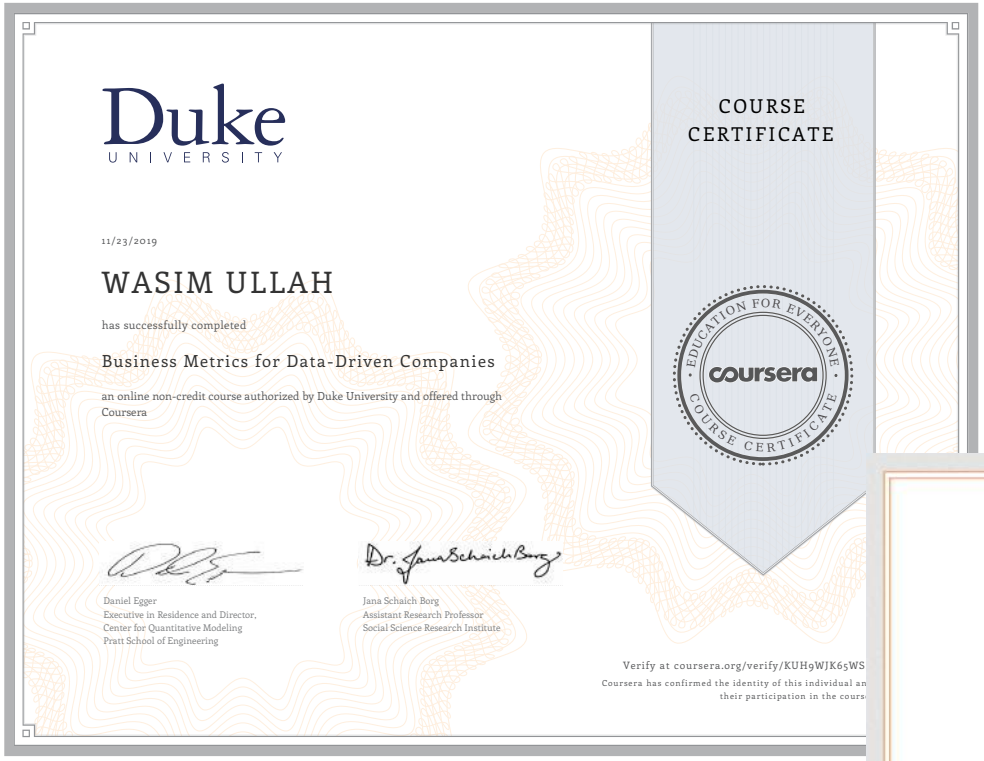
Data Analysis Track

1 Million Arab Coders Initiative

Sebastian Thrun
Founder, Udacity

HE Omar Al Olama
Minister of Artifical Intelligence, UAE

December 2019
MFHXTPL7



Duke
UNIVERSITY

COURSE
CERTIFICATE

11/23/2019

WASIM ULLAH

has successfully completed

Business Metrics for Data-Driven Companies

an online non-credit course authorized by Duke University and offered through Coursera

EDUCATION FOR EVERYONE
coursera
COURSE CERTIFICATE

Daniel Egger
Executive in Residence and Director,
Center for Quantitative Modeling
Pratt School of Engineering

Jana Schaich Borg
Assistant Research Professor
Social Science Research Institute

Verify at coursera.org/verify/KUH9WJK65WS
Coursera has confirmed the identity of this individual an
their participation in the cours

INBOUND CERTIFIED

Wasim Ullah

The bearer of this certificate is hereby deemed fully capable and skilled in Inbound Methodology. He/she has been tested on best practices and is capable of applying them to attract strangers, to convert visitors, to close leads and to delight customers.

Certified:4/2017 - Expires:6/2018

HubSpot Academy

CEO Brian Halligan

ILLINOIS

COURSE CERTIFICATE

APRIL 26, 2016

Wasim Ullah

has successfully completed

Digital Analytics for Marketing Professionals: Marketing Analytics in Practice

an online non-credit course authorized by University of Illinois at Urbana-Champaign and offered through Coursera

Kevin Hartman
Instructor of Department of Business Administration
College of Business

EDUCATION FOR EVERYONE · coursera · COURSE CERTIFICATE

Verify at coursera.org/verify/K27M5ZH9BGHF
Coursera has confirmed the identity of this individual and their participation in the course.

ILLINOIS

COURSE CERTIFICATE

APRIL 25, 2016

Wasim Ullah

has successfully completed

Digital Analytics for Marketing Professionals: Marketing Analytics in Theory

an online non-credit course authorized by University of Illinois at Urbana-Champaign and offered through Coursera

Kevin Hartman
Instructor of Department of Business Administration
College of Business

EDUCATION FOR EVERYONE · coursera · COURSE CERTIFICATE

Verify at coursera.org/verify/RFU2GRBQC52E
Coursera has confirmed the identity of this individual and their participation in the course.

ILLINOIS

COURSE CERTIFICATE

APRIL 26, 2016

Wasim Ullah

has successfully completed

Digital Marketing Channels: Planning

an online non-credit course authorized by University of Illinois at Urbana-Champaign and offered through Coursera

Rhiannon Clifton
Program Director
Charles H. Sandage Department of Advertising

EDUCATION FOR EVERYONE
coursera
COURSE CERTIFICATE

Verify at coursera.org/verify/876T3Q46M3KZ
Coursera has confirmed the identity of this individual and their participation in the course.

ILLINOIS

COURSE CERTIFICATE

APRIL 26, 2016

Wasim Ullah

has successfully completed

Digital Marketing Channels: The Landscape

an online non-credit course authorized by University of Illinois at Urbana-Champaign and offered through Coursera

Rhiannon Clifton
Program Director
Charles H. Sandage Department of Advertising

EDUCATION FOR EVERYONE
coursera
COURSE CERTIFICATE

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Coursera has confirmed the identity of this individual and their participation in the course.

ILLINOIS

COURSE CERTIFICATE

APRIL 27, 2016

Wasim Ullah

has successfully completed

Marketing in a Digital World

an online non-credit course authorized by University of Illinois at Urbana-Champaign and offered through Coursera

EDUCATION FOR EVERYONE
coursera
COURSE CERTIFICATE

Aric Rindfleisch
John M. Jones Professor of Marketing
Head of the Department of Business Administration
College of Business
University of Illinois at Urbana-Champaign

Verify at coursera.org/verify/LEE3SVB94BYS
Coursera has confirmed the identity of this individual and their participation in the course.

Thank you!