

## CURRICULUM VITAE

### ABDUL HAFEEZ

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### CAREER OBJECTIVE

Seeking for opportunities to contribute my skills effectively for the growth of organization and my career

### KEY SKILLS

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- Communication Skill
- Problem Solving
- Presentation
- Teamwork
- Computer Skills (Graphic Designing, MS Office etc.)

### CERTIFICATIONS

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- Digital Marketing
- Graphic Designing
- Customer Relationship Management
- Social Media Marketing by HP Life

### EDUCATION

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**Institute of Management Sciences, Peshawar:** Bachelors of Business Administration (BBA-Marketing 2018-2022)

**Army Public School and Degree College, Peshawar:** Faculty of Science (F.Sc-Pre-medical)

### LANGUAGES

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- Urdu
- English
- Pushto

### VOLUNTEER EXPERIENCE

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- **Ambassador** - Ran'aa Welfare Organization
- **Volunteer**- The Citizen Foundation-Baghbaan
- **Volunteer** – IM-Volunteer
- **Team Lead**- BusinessFest 2018

## **WORK EXPERIENCE**

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### **Cloud Rexpo, Rawalpindi — Business Development Executive**

**SEP 2022 – NOV 2022**

- Identifying and researching potential leads through various methods such as online research
- Scheduling and calendar management
- Email management and communication through email
- Contacting potential leads through phone calls, emails, or other forms of communication
- Maintaining accurate and up-to-date records of all leads in a CRM or other database
- Collaborating with team to develop and implement strategies
- Passing employees through recruiting process and hiring them

### **IRYS Marketing Agency, USA — Digital Marketing Specialist**

**MAY 2022 – AUG 2022**

- Develop and implement digital marketing strategies to promote a company's services
- Create and manage social media content
- Develop overall layout and design for various applications such as advertisements and brochures
- Use softwares to create designs
- Work closely with the team to ensure that the design aligns with the company's branding and messaging
- Continuously stay up-to-date with the latest design and marketing trends

### **Zameen.com, Peshawar — Internship**

**APR 2022 - AUGUST 2022**

- Identifying potential leads through various methods such as market research, networking, and social media
- Contacting potential leads to gather information and determine their interest in the company's products
- Qualifying leads by evaluating their needs, budget, and decision-making authority
- Nurturing leads by providing them with relevant information and building relationships
- Recording and tracking leads in a CRM (customer relationship management) system

### **Intkase, USA — Marketing Specialist**

**NOV 2021 - FEB 2022**

- Developing and implementing digital marketing strategies
- Critical thinking and research
- Collaborating with other members, such as team lead and CEO
- Staying current on industry trends and technology
- Creating engaging and shareable content

## **The Jewel Marketing Company, USA — Social Media Manager and Engagement Specialist**

**OCT 2021 - NOV 2022**

- Develop and implement social media strategies to increase brand awareness and engagement
- Create and curate engaging content for various social media platforms, including text, images, and videos
- Monitor and respond to customer comments and inquiries on social media
- Use analytics tools to track the success of social media campaigns and make data-driven decisions
- Collaborate with other departments, such as marketing and product development, to ensure a consistent brand message across all channels

## **REFERNECES**

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