

# Muhammad Jawad

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## SKILLS

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Graphic Designing | Adobe Photoshop | Adobe Illustrator | Adobe Indesign | Adobe xd | Canva | Digital Marketing | Facebook Ads | Instagram Ads | Tiktok Ads | Email & Newsletter Campaigns | Social Media Monitoring | Social Media Account Management | Social Media Management | Social Media Content Strategy | Social Media Optimization | Video Editing | Adobe Premiere Pro | Wondershare Filmora | Capcut | Web Development | Wordpress | HTML | CSS | JavaScript | Programming | Remote Work | Project Management | Asana | Trello | Notion | Communication | Leadership | Time Management | Adaptability | Problem Solving | Teamwork | Creativity

## WORK EXPERIENCE

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### Marketing and Media Specialist

Jan 2024 - Present

R-Sheen Group of Companies | Peshawar, Pakistan

- Successfully executed comprehensive offline and online rebranding for improved reach and visibility.
- Oversaw design and branding for the main company profile and three branch companies, ensuring a coherent digital presence.
- Strategically organizing social media profiles and establishing schedules for designing and posting content.
- Crafted impactful digital and print visuals for brand marketing across diverse occasions and platforms.
- Designed complete branding and brand identity, including social media profiles, relative merchandise, letterheads, and employee cards for the company and its branches.
- Ran Facebook and Instagram ads for the group and branch companies.
- Managed email marketing campaigns and created newsletters for the group and branch companies.

## **Marketing and Growth Manager**

Aug 2022 – Dec 2023

Parwan-e-Khanum | Peshawar, Pakistan

- Executed branding initiatives, including the creation of social media profiles, stationery branding, and employee cards.
- Contributed to the development of the company's corporate profile.
- Conceptualized and designed captivating social media posts and event marketing collateral, reinforcing brand identity.
- Developed and maintained a yearly social media calendar, organizing schedules for digital content posting.
- Created engaging social media posts across various platforms to enhance brand presence.
- Managed social media accounts, fostering engagement and achieving a 100% growth in followers and community members.
- Proposed a comprehensive monthly marketing plan, aligning activities with organizational goals for maximum impact.
- Organized and executed 15+ events, overseeing IT aspects, presentation designing, logistics, and event area management.
- Formulated innovative strategies to engage volunteers, introducing a groundbreaking ranking system for ambassadors.
- Assumed responsibility for website development, ensuring a seamless and user-friendly online experience.
- Managed day-to-day operations of the organization, ensuring seamless functioning.
- Managed files and finances related to events, ensuring efficient financial operations.

## **Graphic Designer**

Apr 2022 – Aug 2022

Peshawar Model Schools (Internship) | Peshawar, Pakistan

- Executed comprehensive branding for the entire school system, ensuring consistency with the organization's identity.
- Designed stationery, letterhead, employee cards, and other collateral to enhance the school system's visual identity.
- Created engaging social media posts to strengthen the organization's online presence.
- Developed visually appealing flyers and notifications for the organization's print media, contributing to effective communication strategies.

## **Graphic Designer and Content Creator**

Aug 2021 – Present

Cyber Pashto | USA, Remote

- Developed social media posts to enhance brand marketing and maintain a strong social media presence.
- Produced short videos and reels for the organization, involving recording, voiceover, editing, and uploading across various topics.

## PROJECTS

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### Social Welfare Organization

[www.parwanekhanum.com](http://www.parwanekhanum.com)

- Designed and developed a dynamic 10+ pages WordPress website with a focus on SEO optimization.
- Integrated a user-friendly form for ambassador registration to facilitate engagement and recruitment.
- Incorporated the brand's corporate profile seamlessly into the website for a cohesive online presence.
- Successfully integrated the previous two years' annual reports into the website, providing stakeholders with easy access to key information.

### Graphic and Web Designer

Jul 2023 - Oct 2023

De Looks Clinic | Peshawar, Pakistan

- Spearheaded organization-wide rebranding, transitioning from offline assets to online assets and website.
- Structured and implemented a content calendar for social media, ensuring consistent brand identity.
- Created visually compelling posts for the organization's social media platforms to enhance online presence.
- Maintained and curated content for the organization's social media accounts and YouTube channel, with a focus on growth.
- Developed and edited videos to contribute to the brand's online presence.
- Successfully developed and managed the company's website, ensuring a seamless and effective online platform.

### Graphic Designer

Aug 2022 - May 2023

FATA Secretariat | Peshawar, Pakistan

- Collaborated with the local government on various design-related projects.
- Crafted visually compelling social media posts for the organization.
- Orchestrated and managed diverse campaigns for the organization's social media platforms.

### Graphic Designer

Aug 2022 - Mar 2023

Beta Byte Technologies | Peshawar, Pakistan

- Developed social media campaigns and posts for national and international clients in the UAE.
- Engaged in branding initiatives for clients in both the UAE and the UK.
- Designed impactful social media posts to enhance online presence and attract clients for their respective businesses.
- Undertook branding projects for the agency, ensuring consistency and adherence to brand identity.

## CERTIFICATIONS

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Certificate in Graphic Designing (DigiSkills)

Certificate in Digital Marketing (DigiSkills)

Certificate in Wordpress Development (DigiSkills)

Certificate in Website Vulnerability Testing (Protector 47)

## EDUCATION

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**Bachelor of Science (BSc) - Computer Science**

Mar 2023 - Present

Virtual University of Pakistan (Peshawar)

**Associate Degree Program (ADP) - Web Design & Development**

Mar 2021 - Sept 2023

Virtual University of Pakistan (Peshawar)