

# NAVEED AHMAD

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Marketing Manager | Quality Assurance

Takht Bhai, Mardan KPK



## SUMMARY

Dynamic and results-oriented professional with over eight years of experience in digital marketing and creative content development for apps, websites, and brand marketing. Demonstrated success in devising innovative strategies and leading digital campaigns to drive engagement and achieve business objectives. Seeking a challenging role as Head of Digital and Creative to leverage my expertise in developing creative strategies and executing effective digital marketing campaigns.

## EDUCATION

### University Of Malakand

Bachelor's Degree in Software Engineering  
2011 – 2015  
GPA: 3.3/4.0

### Govt College Peshawar

Pre Engineering  
2009 – 2011  
Marks: 890/1100

### Sahibzada Public School

Science  
2007 – 2009  
Marks: 890/1100

## HARD SKILLS

- Digital Marketing Strategy
- Creative Content Development
- Social Media Marketing
- Search Engine Optimization (SEO)
- Search Engine Marketing (SEM)
- Email Marketing
- Data Analysis and Reporting
- Team Leadership and Management
- Problem-Solving and Analytical Thinking
- Test Planning
- Test Case Design
- Test Execution
- Defect Management
- Regression Testing
- Test Automation
- Technical Proficiency
- Analytical Thinking
- Attention to Detail
- Communication Skills
- Adaptability
- Documentation

## PROFESSIONAL EXPERIENCE

### Marketing Manager | Quality Assurance Tuber Technologies | 2016 - Present

Working as Marketing Manager and Quality Assurance at Tuber Technologies Islamabad Pakistan.

- Led a team of digital marketers and creative professionals to develop and execute campaigns and comprehensive strategies for apps, websites, and brand marketing.
- Spearheaded the conceptualization and implementation of creative campaigns that resulted in a significant increase in brand visibility and user engagement.
- Developed and managed digital marketing budgets, allocating resources effectively to maximize ROI and achieve business goals.
- Utilized data-driven insights to optimize campaign performance and drive continuous improvement.

### IT Support Engineer | Islamabad May-2016 - August-2019

Worked as IT Support Engineer (Hardware and software) at NETTECH Pvt Ltd Islamabad Pakistan. As an IT Support Engineer, I have experience in various technical areas including desktop support, server administration, and more. I also have a strong understanding of how businesses use technology to operate. NETTECH Internet Solutions, Islamabad

### Computer Operator

Agriculture University Peshawar, KPK  
2016 - 2017

Worked as Computer Operator and Maintenance Supervisor at Department of Agricultural Mechanization, Agriculture University Peshawar Pakistan.

## **SOFT SKILL**

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- Critical Thinking
- Time Management
- Communication
- Design & Scale
- Document Review
- Project Planning
- Focused With Positive Attitude
- Target Deadlines
- Target Oriented

## **CARTIFICATIONS**

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- Oracle Certification
- OSHA Certification
- IOSH Certification

## **HOBBIES**

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- Cricket
- Football
- Travelling
- Games