



Muhammad Abdullah

OBJECTIVE

To acquire a challenging position in a dynamic and growing organization, where my educational qualification, skill and experience can be best utilized

INTERNSHIP

DIGITAL MARKETING FROM SPECTRUM TECH (Nov 2022- January2023)

-Social Media Marketing

- Manages company social media channels, including Facebook, LinkedIn, Twitter, and other relevant platforms
- Searching audience catching post content and caption with hashtags for social media.
- Making calendar for social media platforms.
- Scheduling social media posts.
- Developing engaging social media strategies.
- Competitor research
- Managing social media platforms of the organization.
- Responding to the comments and chats on social media on time.
- Analyzing social media trends.
- Creating paid social media campaigns for advertising.
- Preparing social media engagement and activities reports.
- Coordinating with Graphic Designer and other team members.
- Staying up to date with the latest social media advertising efforts and goals.
- Designing with Canva Pro.
- Basic knowledge of google ads, and Keyword research

SKILL DEVELOPMENT COURSES

APTECH PAKISTAN (SHAHRAH-E-FAISAL)

- Office Automation (2021).
- Front-End Developer (2021).

DIGISKILLS

- Digital Marketing (2020).
- Graphic Designing (2020).
- WordPress (2021).
- Digital Literacy (2021).

LANGUAGES

- English
- Urdu

CONTACT ME

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EDUCATION

ASSOCIATE DEGREE COMMERCE

- University Of Karachi
- 2021 – Till Continue

FSC-Pre-Engineering (Karachi)

- Nabi-Bagh ZM Govt Science College, (2020)
- 2nd Division

AL – Abbas Secondary School

- Secondary School Certificate (Science), 2018
- 1st Division

SKILLS

- Social Media Marketing
- Canva Designing
- Email Marketing.
- HTML, CSS, JavaScript, jQuery And Bootstrap.
- MS Office (Word, Excel & Power Point)
- Internet Searching with All Browsing.
- Communication