

# SHAHZAIB ASLAM

Graphic Designer, E-commerce and Social Media Specialist

Aziziyah, Jeddah, Saudi Arabia

+966 55 176 7281

imshahzaibaslam@gmail.com

Date of birth ..... 25 June 1998 ..... Nationality ..... Pakistani

## PROFILE

Dynamic E-commerce and Social Media Specialist with over five years of experience driving brand growth and engagement in diverse digital environments. Proven expertise in graphic design and website development, having successfully created visually appealing and user-centric platforms that enhance online presence. A Google Certified Digital Marketer adept at leveraging social media strategies and content creation to foster connections with target audiences. Known for exceptional communication skills and strong customer service orientation, ensuring client satisfaction and brand loyalty. Committed to continuous learning and staying ahead of digital marketing trends to deliver impactful results.

## EMPLOYMENT HISTORY

### ❖ E-commerce and Social Media Specialist, Manart Al Andalos Trd Co. .... Oct 2020 — Present

As an E-commerce and Social Media Specialist at Manart Al Andalos Trd Co., responsibilities include managing online sales platforms and enhancing social media visibility. This role requires a strategic approach to digital marketing, ensuring that the brand effectively engages with its audience across various channels. Continuous analysis of market trends and customer feedback is essential for optimizing marketing efforts and increasing customer satisfaction.

- Successfully increased online sales by implementing targeted social media campaigns.
- Developed engaging content that significantly boosted brand awareness and customer interaction.
- Monitored and analysed performance metrics to refine marketing strategies effectively.

### ❖ Website and Graphics Designer, Hotbit Marketing Agency ..... Jan 2019 — Sep 2020

In the role of Website and Graphics Designer at Hotbit Marketing Agency, various design projects were executed to enhance client visibility online. This position involved collaborating closely with clients to understand their unique needs and delivering visually compelling designs. Mastery of design software played a crucial role in creating websites and graphics that aligned with the clients' branding and marketing goals.

- Designed user-friendly websites that improved client engagement and conversion rates.
- Created visually appealing graphics for various marketing materials, enhancing brand identity.
- Streamlined design processes to ensure timely project delivery without compromising quality.

### ❖ Computer Technician (Part time), MSC Shipping Company ..... Mar 2018 — Nov 2018

As a part-time Computer Technician at MSC Shipping Company, responsibilities included troubleshooting hardware and software issues to maintain seamless operations. This role required strong technical skills and the ability to communicate effectively with team members to resolve problems promptly. The experience gained provided valuable insights into the importance of technology in business operations.

- Resolved technical issues efficiently, minimizing downtime for critical operations.
- Assisted in the implementation of new software solutions, enhancing operational effectiveness.
- Provided support and training to staff on various computer applications.

## EDUCATION

- ❖ **VU Virtual University of Pakistan** ..... Aug 2017 — Sep 2021  
*BS Computer Science* ..... Jeddah
- ❖ **Johar College of Science and Commerce** ..... Jun 2015 — Jul 2017  
*Intermediate in Computer Science*
- ❖ **Pakistan International School Jeddah KSA** ..... Jan 2013 — Mar 2015  
*Matriculation*
- ❖ **Pakistan International School Jeddah** ..... Aug 2002 — Oct 2012  
*Primary and Secondary School (Grade prep to Grade 8th)* ..... Jeddah

## SKILLS

E-commerce Management	<i>Expert</i>	Adobe Premiere Pro	<i>Skillful</i>
Digital Marketing	<i>Experienced</i>	Adobe Illustrator	<i>Expert</i>
Graphic Design	<i>Expert</i>	Adobe Photoshop	<i>Experienced</i>
Social Media	<i>Expert</i>	Adobe After Effects	<i>Skillful</i>
Website Development	<i>Experienced</i>	Customer Engagement	<i>Experienced</i>

## LANGUAGES

English	<i>Highly proficient</i>	Arabic	<i>Good working knowledge</i>
---------	--------------------------	--------	-------------------------------