SAAD UDDIN

CONTACT

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LinkedIn

SUMMARY

An actively driven individual, I am very punctual, cooperative and skilful team player with deep knowledge in marketing studying for a Master’s degree in Marketing & Brand Management at Nottingham Trent University while already possessing a Master’s degree in Mass Communication. My record speaks volumes about me since I have been able to demonstrate my success in this field. When it comes to products promotion teams, you can always count on me for ideas, plans and assistance.

SKILLS

Adobe Creative Suite, Analysis, Collaboration, Communication, Computer, Creative, Digital Media, Graphic Design, IT, Learning, Marketing, Photography, Problem Solving, Project Management, Social Media, Time Management, UI/UX Design, Video Editing, Interpersonal Skills

WORK EXPERIENCE

SOCIAL MEDIA MARKETING

IMG Advisors LLC (December 2018 - December 2023) Remote

- Operated YouTube, Instagram, Facebook, Twitter, LinkedIn, and Google Business profiles, increasing overall engagement by 45% and expanding audience reach by 35%.
- Built and posted content using Hootsuite and Zoho, ensuring consistent and effective communication, leading to a 20% increase in interaction rates.

PILL (January 2022 - June 2023) Remote

- Controlled social media platforms (Facebook, Instagram, Twitter) and posted event promotional materials, increasing event attendance by 20% and online engagement by 25%.
- Designed flyers and campaigns using Adobe Photoshop and converted files as needed, improving communication effectiveness by 30%.

Gumcorp (pvt.) Limited (August 2020 - July 2022) Pakistan

- Collaborated with CEO Umair Allawala to create marketing campaigns for Kernel pop, boosting brand visibility by 35% and increasing sales by 25%.
- Operated digital campaigns using Adobe Illustrator and Photoshop, resulting in a 30% increase in online engagement and campaign effectiveness.

Samaa Tv (December 2017 - September 2018) Pakistan

- Handled social media for 'Naya Din' on Facebook, Twitter, and Instagram, increasing audience engagement by 35% and reach by 40%.
- Organized anchors' profiles (Ali Arif, Kiran Aftab, Mohammad Shoaib), ensuring engaging online presence using Hootsuite and Canva, improving follower growth by 30%.

Geo Super (February 2015 - December 2017) Pakistan

- Directed social media for Geo Super, promoting program clips and building audiences for shows featuring guest cricketers using Hootsuite and Canva, increasing viewership by 25%.
- Developed engaging contests for viewers on digital platforms, enhancing audience interaction by 30%.

GRAPHIC DESIGNER

Natasha Graziano (September 2019 - Currently Working) Remote

- Monitored email marketing, multi-camera podcasts, and payment platforms (Stripe, PayPal), delivering 100% on-time project completion and increasing client retention by 25%.
- Edited and designed podcasts using Adobe Premiere Pro and Adobe After Effects, resulting in a 40% increase in viewer engagement.
- Handled social media (Instagram, YouTube) and Google Workspace, growing follower base by 30% and improving content reach by 50%.
- Generated landing pages on Teachable, and created sales funnels using GHL and Click Funnels, boosting conversion rates by 25%.

EDUCATION

Nottingham Trent University, Nottingham, UK
MSc Marketing & Brand Management
2024-2025

University of Karachi, Karachi, Pakistan
M.A in Mass Communication
2015 - 2016

University of Karachi, Karachi, Pakistan
B.A (H) Mass Communication
2013 - 2015

Pakistan Shipowners' Govt. College, Karachi, Pakistan
H.S.C Commerce
2008 - 2010

The King's Secondary School, Karachi, Pakistan
S.S.C Science
2006 - 2008

SOFTWARES

Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Canva, Adobe Premiere Pro, Final Cut Pro, Adobe After Effects, Hootsuite, Zoho Social, Monday.com, Adobe Express, Google Analytics, Mail Chimp, Teachable, Click Funnels, Go High Levels (GHL), AutomaticSales.ai

PORTFOLIO

Behance

Hashtag (August 2022 - November 2023) Pakistan

- Created YouTube thumbnails and creatives for clients like Tariq Masood and Ramiz Speaks using Adobe Photoshop and Illustrator, enhancing visual appeal and increasing click-through rates by 40%.
- Established seasonal and event-specific designs for PSL, hockey, and football, boosting event engagement by 30%.
- Managed program creatives for 'Girls Only' and 'Turkish Hits,' maintaining brand consistency and achieving a 25% increase in viewer retention.

Mindful Media PR (January 2021 - July 2023) Remote

- Designed magazine covers for Forbes, Inc., Entrepreneur, and more using Adobe InDesign and Canva, resulting in a 35% increase in magazine sales.
- Operated various design tasks assigned by the founder, ensuring high-quality and timely outputs, contributing to a 20% increase in brand recognition.

Beats Venture & Consulting (December 2018 - July 2020) Pakistan

- Made artworks for Huawei app, airline content, and BVC productions using Adobe Photoshop and Illustrator, ensuring high-quality visuals and contributing to a 20% increase in client satisfaction.
- Gained skills in editing (Adobe Premiere Pro), animation, and production, enhancing project delivery efficiency by 25%.

VIDEO EDITOR

Voice Of Toronto VOT (May 2021 - March 2023) Remote

- Edited recorded programs for a Canadian digital channel using Adobe Premiere Pro, ensuring final versions met channel standards and resulting in a 15% increase in viewer satisfaction.

ASSOCIATE PRODUCER

Geo Super (January 2011 - March 2012) Pakistan

- Operated the Master Control Room (MCR) operations and coordinated the production of sports news headlines, ensuring seamless broadcasts and reducing downtime by 20% using scheduling and broadcast management tools.

COURSES

Computer Collegiate - Digital Media (2012 - 2013)
Agile Rebranding - LinkedIn Learning (June 2024)
Brand Strategy for Designers - LinkedIn Learning (June 2024)
Create a Brand Strategy - LinkedIn Learning (June 2024)
Introduction to Graphic Design Concepts - LinkedIn Learning (July 2024)
Photoshop Master Class - Udemy (August, 2022)