



CONTACT



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Bhawalpur



SKILLS

- ✓ Digital Services
- ✓ Social Media Management
- ✓ Lead Generation
- ✓ Video Editing
- ✓ Graphics Design
- ✓ SEO (Search Engine Optimization)



TOOLS & PLATFORMS

- Microsoft Office
- Adobe Photoshop
- Adobe Illustrator
- Canva
- CapCut / Premiere Pro
- Meta Business Suite
- Google Workspace
- Google Analytics
- Ahrefs / Ubersuggest
- WordPress (Basic)

UMER SHAHID

DIGITAL MARKETER | SOCIAL MEDIA EXPERT | LEAD GENERATION SPECIALIST
VIDEO EDITOR | GRAPHIC DESIGNER | SEO EXPERT



PROFILE

Results-driven and creative Digital Marketer with expertise in Social Media Management, Lead Generation, Video Editing, Graphics Designing, and SEO. I help businesses grow their online presence, generate quality leads, and achieve measurable results through effective digital strategies and high-quality content.



WORK / SERVICES



DIGITAL SERVICES

Providing complete digital solutions to help businesses build brand presence and grow online.



SOCIAL MEDIA MANAGEMENT

Managing social media accounts, creating content, running ads, and increasing engagement.



LEAD GENERATION

Generating targeted and quality leads to increase conversions and sales.



VIDEO EDITING

Professional video editing for YouTube, Reels, Ads, and promotional content.



SEO (SEARCH ENGINE OPTIMIZATION)

On-page, Off-page, and Technical SEO to rank websites higher and increase organic traffic.



GRAPHICS DESIGN

Creating eye-catching designs for social media, branding, ads, and marketing materials.



EDUCATION

- **Bachelor of Arts (BA)**
The Islamia University of Bahawalpur 2020 – 2024



EXPERIENCE

Working as a Freelancer in Digital Marketing 2021 – Present

- Providing digital marketing services to local and international clients.
- Managing social media accounts and running ad campaigns.
- Generating quality leads for businesses.
- Creating and editing videos for YouTube, Reels, and Ads.
- Designing graphics for social media, branding, and promotions.
- Doing SEO to improve website ranking and organic traffic.



ADDITIONAL INFORMATION

- Hardworking, Creative & Detail Oriented
- Quick Learner and Always Ready to Take New Challenges
- Strong Communication & Time Management Skills
- Committed to delivering quality work and client satisfaction



REFERENCES

Will be furnished upon request.