



# Syed Fahad

Digital Marketer

Able to work independently on remote locations or in office environments as needed by the company.

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## WORK EXPERIENCE

### Digital Marketer Omega Software

05/2025 - Present

Karachi, Pakistan

Working as a **Digital Marketer**, I manage **Social Media Marketing** and **SEO** for **international clients**, ensuring growth and engagement across platforms. I handle content creation, post designing (**Canva**), and **campaign optimization**. I've also played a key role in **project management**, ensuring timely delivery and strategy alignment for multiple client projects.

### Social Media Marketing Manager | WordPress Developer R.A.Texh

10/2023 - Present

Karachi, Pakistan

As a **Social Media Marketing Manager** with approximately **2 years of experience**, I have managed and created lead generation, sales, and brand awareness campaigns for international clients. My role involved curating content across platforms like **Facebook, Instagram, and LinkedIn**, developing effective strategies to boost brand visibility, and engaging with audiences to drive community growth. Alongside this, I also worked **part-time as a WordPress Developer**, building and customizing websites to align with client goals.

### Chat Sales Executive

#### Ascentedge Technologies & Consulting

01/2024 - 09/2024

Karachi, Pakistan

I have been working in sales for my company, utilizing **chat-based platforms** such as **Facebook, LinkedIn, WhatsApp, and Upwork**. My role involves engaging with potential clients, generating leads, and converting prospects into customers through direct communication. I manage inquiries, build relationships, and tailor solutions to meet client needs, consistently contributing to the company's growth.

## EDUCATION

### Bachelors in Computer Science Iqra University

2019 - 2023

## SKILLS

Social Media Management

WordPress

Social Media Marketing

Shopify

Sales

Facebook ads

Canva

Elementor

On-Page SEO

Off-Page SEO

Technical SEO

Local SEO

## PERSONAL PROJECTS

### Business Website (WordPress) (08/2024)

- Developed a business website using Elementor and various plugins for a sleek design, with light custom HTML and CSS tweaks for personalized styling.

### Business Website (Shopify) (09/2024)

- Developed a business website using Shopify and various apps for an enhanced design, with light custom HTML and CSS modifications for tailored styling and a seamless user experience

### Busniess Website (WordPress) (06/2024)

- Created a responsive Business website for Nursing using Elementor, gallery plugins, and minor custom CSS to enhance user experience and design consistency.

### E-Commerce Website For Kids Clothing (WordPress) (06/2024)

- Developed a WordPress-based e-commerce platform using WooCommerce, integrating product listings, payment gateways, and light custom HTML/CSS for design optimization.

## PORTFOLIO

Explore my latest Digital Marketing, Design, and Web Development projects here:

<https://sfmarketinglabs.com/>

## LANGUAGES

Urdu

Full Professional Proficiency

English

Limited Working Proficiency

## INTERESTS

Digital Marketing

Travelling

Sports