

Dear Hiring Manager,

I am writing to express my interest in opportunities within **Digital Marketing, Web Development, or Creative Design in Muscat, Oman**. With over **15 years of professional experience in Pakistan**, I am now looking to bring my skills and expertise to a new challenge in Oman, where I can contribute to a forward-thinking team and continue growing my career.

Throughout my career, I have led numerous successful digital projects, including:

- **Developing and managing websites** using WordPress, HTML/CSS/JavaScript, ensuring responsive and user-friendly designs.
- **Running effective digital marketing campaigns** through Google Ads, SEO, social media, and email marketing, consistently delivering measurable results.
- **Creating high-quality graphics** and visual content for online ads, branding, and marketing materials using Adobe Creative Suite.

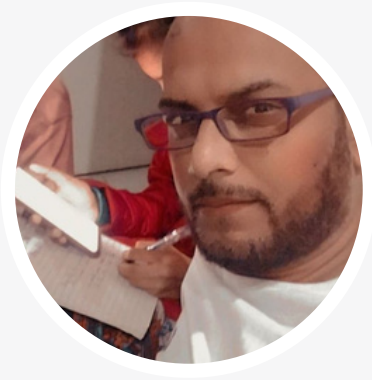
My work has always been focused on delivering real value—whether that's increasing online visibility, driving customer engagement, or improving user experience. I bring a well-rounded skill set, a strong eye for design, and a deep understanding of digital trends and user behavior.

I am now based in Muscat and excited to join a team where I can apply my experience in a meaningful way. I would appreciate the opportunity to further discuss how I can contribute to your company's goals.

Thank you for considering my application.

Faisal Shahzad

Digital Marketing | Web Development
& Creative Graphics Specialist



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Digital Marketing | Web Development
& Creative Graphics Specialist

Contact

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Ruwi – Muscat, Oman

About Me

Creative and data-driven Digital Marketing, Web Development, and Graphics Specialist with 15+ years of experience in the IT industry. Proficient in AI-powered tools for marketing automation, analytics, and personalization. Known for creating impactful ad campaigns, high-performing websites, and compelling brand visuals. Expert in Meta & Google Ads, SEO, branding, and AI-integrated strategies that deliver measurable business growth.

Education

- Bachelor of Science (B.Sc.) in Computer Science**
Islamia University Bahawalpur, Pakistan
Graduated: 2000
- Intermediate (Pre-Engineering / Science)**
BISC College, Bahawalpur, Pakistan
Year of Completion: 1996
- Matriculation (Science)**
BISC Bahawalpur, Pakistan
Year of Completion: 1994

Professional Experience



- Senior Digital Marketing, AI & Graphics Specialist**
Freelance / Consulting | Elite Flow Control, UK. 2018-Present
 - Integrated AI tools like ChatGPT, Jasper, and Canva AI for content creation, campaign ideation, and copywriting—reducing campaign turnaround time by 40%.
 - Built AI-powered landing pages and chatbots that improved lead conversion rates by up to 50%.
 - Designed creative ad assets and managed Meta/Google Ads campaigns with personalized targeting using AI analytics.
 - Used predictive data modeling for audience segmentation and retargeting strategies.
 - Created full brand kits (logos, digital identity, UI concepts) and deployed SEO-optimized websites.



- Web Development & SEO Manager**
ActiveX Technology, Karachi-Pakistan Mar 2010 – Dec 2017
 - Implemented automation in SEO reporting and keyword research using AI-based platforms.
 - Managed on-site and technical SEO strategies, increasing organic visibility significantly.
 - Worked closely with creative teams to produce modern, engaging content and website experiences.



- Creative Designer & Web Developer**
Fasin International, Karachi-Pakistan Feb 2008 – Feb 2010
 - Developed websites with responsive UI and supported digital branding through design tools and creative direction.
 - Designed visuals for social media and digital campaigns, aligning with brand voice and customer persona.

Resume`

Faisal Shahzad

Digital Marketing | Web Development
& Creative Graphics Specialist

🔗 Core Skills & Competencies

Website Development:

HTML, CSS, JavaScript, WordPress,
Shopify

SEO Expertise:

On-page SEO, Off-page SEO, Technical
SEO

Digital Advertising:

Google Ads, Meta (Facebook &
Instagram) Ads

Creative Graphics Design:

Adobe Photoshop, Illustrator, Canva,
CorelDRAW

Branding & Visual Identity:

Logo Design, Social Media Creatives, Ad
Banners

Email Marketing:

Mailchimp, HubSpot

Marketing Analytics:

Google Analytics, Google Tag Manager,
Data Studio

CRM & Automation:

HubSpot, Zoho CRM

AI Marketing Tools:

ChatGPT, Jasper, Midjourney, Copy.ai,
Canva AI, HubSpot AI



BlackBerry Sales Executive

Mobilink GSM – Pakistan

Apr 2006 – Jan 2008

- Promoted and sold BlackBerry smartphones, Infinity mobile internet services, and postpaid SIM connections to corporate and industrial clients.
- Conducted client meetings, product demonstrations, and solution-based selling to meet enterprise communication needs.
- Developed and managed business accounts, ensuring customer satisfaction and retention.
- Coordinated with technical and support teams to facilitate seamless service activation and after-sales support.



Channel Development Executive

Intel Pakistan Corporation | Xenith PR

Mar 2004 – Jan 2006

- Managed and expanded Intel's distribution and reseller network across North Pakistan, driving sales and market share growth for Intel-based motherboards and components.
- Led channel promotion campaigns, partner training, and incentive programs to strengthen brand presence and loyalty.
- Oversaw sales processes from forecasting to execution, ensuring alignment with corporate objectives and regional demand.
- Collaborated with local OEMs, system integrators, and retail partners to boost visibility and adoption of Intel technologies.
- Delivered regular performance reports and market insights to regional management for strategic planning.



Certifications

- GOOGLE ADS CERTIFIED (SEARCH, DISPLAY)
- HUBSPOT INBOUND MARKETING CERTIFICATION
- ADOBE CERTIFIED EXPERT (PHOTOSHOP & ILLUSTRATOR)
- WORDPRESS & SEO SPECIALIZATION – COURSERA / UDEMY



Technical Skills

HTML, CSS, JAVASCRIPT, WORDPRESS, WOOCOMMERCE,
SHOPIFY, PHP (BASIC), ADOBE PHOTOSHOP, ILLUSTRATOR,
INDESIGN, AFTER EFFECTS, GOOGLE ANALYTICS, SEMRUSH,
AHREFS, MAILCHIMP, CANVA, FIGMA