

Waleed Shehzad

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Summary

Strategic, focused and business-oriented IT professional with an experience of 5+ years in Digital Marketing and E-commerce implementing scalable enterprise solutions that accommodate future growth, minimize risk and optimize long-term investment. A professional with a proven ability to deliver solutions in multiple industries, domains and roles.

Core Capabilities

- Digital Marketing ·
- Lead Gen.
- Daraz Mastery
- Shopify Expert

Professional Experience

Career Level: Exp (7+ Years of Experience)

Feb 2016 to 2017- Manager- Big Data Solutions.

Sep 2017 to 2018- Manager– US home based security system

May 2018 to Sep 2019 –Quality Assurance at Abacus Consultant.

Feb 2020 to 2022 - Team manager at RGB Logic. ·

April 2022 to August 2023- Digital Marketer (Lead Gen) at Invincible Energy.

August 2023 to March 2024- Digital Marketer (Lead Gen) at RAMC Digital.

March 2021 to present- Managing Director at Maim Solutions

Job Responsibilities

Big Data Solutions

Manager – Women Empowerment (February 2016 – August 2016)

My key responsibilities were;

- Management of Data and reporting.
- Data quality check.
- Team coordination and time management.

J-Tele Marketing - www.jtelemarketing.com

Manager

My key responsibilities include;

- To work as Manager to manage my team and conduct sessions on daily basis
- To conduct session on hurdles team member facing
- To deliver an effective support to my team members.
- To define, plan and manage marketing sales.

Abacus Consultant Ltd – www.abacus-global.com

Quality Assurance –)

My key responsibilities were;

- To fulfill front and back-end process in the most efficient and fluid manner.
- Delivering the intended product or service on time.
- To conduct session with company employees.

RGB Logic Ltd – www.rgblogic.com

Manager –)

My key responsibilities were;

- Lead Generation
- Graphic Designing
- Client dealing.
- Team management.

- On page SEO and content writing for blog website.
- Graphic design and video editing

Invincible Energy Pakistan –

www.invincibleenergy.com.pk Digital Marketer & SEO Expert –)

Key responsibilities were;

- Digital marketing
- Lead Management and Segregation.
- Social Media Management
- On page & off Page SEO for website.

RAMC Digital Pakistan –

Digital Marketer

My key responsibilities are;

- Digital marketing.
- Lead Management and Segregation.
- Social Media Management
- Content calendar creation
- Audit reporting

Academics

- M.Phil. in Agriculture (M.sc)
Arid Agriculture University, Rawalpindi (2018-2020)
- Bachelor in Agriculture (Honors)
Gomal University, Dera Ismail Khan (2012-2016)
- Intermediate
Qurtuba College, Dera Ismail Khan (2009-2011)

Personal and Professional Skills

- Strong analytical skills
- Great Interpersonal skills
- Quick learner and good level of adoption to new platforms & technologies.

- Ability to plan, organize, and reliably complete projects
- Good training skills, can train a small to large audience

References

- **References can be furnished on demand.**