



WASATULLAH SALEEM

Entrepreneurially minded problem solver and recent BBA graduate passionate about spearheading challenges identified in analytics. Personal and internship experience has bolstered my ability to optimize and enhance conversion-driving content. Eager to grow with a startup like Validity that values fresh ideas.

+923197583678

wasatullahsaleem@gmail.com

Islamabad 44080 Pakistan

Language

- English
- Urdu
- Sindh

Expertise

- Communication
- Email marketing
- Microsoft Excel, Google Sheets
- SEO
- Paid acquisition (Facebook, Instagram, AdWords, Youtube)
- Digital Marketing
- Leadership
- Digital Marketing
- Negotiation

Experience

Digital Marketing Intern

Sybrid Private Limited Islamabad

Supported marketing team by writing and editing 100+ social media and email campaigns Bolstered blog content with attention to SEO and keyword research, helping drive total site traffic up by 72% Studied analytics in Google Search Console, identified low-performing content, and recommended solutions that improved content performance by an average of 34%

Volunteer Program Manager

Namal Society for Social Impact

Experienced Event Manager with a proven track record of successful event planning. Highly skilled in coordinating and executing large-scale events, including conferences, social functions. Adept at managing budgets, and timelines to ensure seamless event operations. Strong organizational and communication skills, with a keen eye for detail. Committed to delivering exceptional experiences for clients and attendees.

Marketing Assistant

Concave Agri

Marketing Assistant with +4 month of experience conducting in-depth market research, creating distinguished marketing campaigns, and providing elite brand management services. Recognized for the ability to produce high-quality content and use digital marketing initiatives to increase rankings, conversion, and click-through rates. Aiming to use my expertise to fill the Marketing Assistant position at Concave Agri.

Education

Namal University Mianwali

Bachelor of Business Administration

Certifications

Amazon Virtual Assistant Certificate,

digital marketing interns Certificate.