

# Abdul Hadi

Digital Marketing  
Coordinator

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## Experience

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### Abdul Hadi

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### Curve Digital Solution/ Email Marketing Specialist

March 2024 – Till Date | Karachi

- Email monitoring: Campaign monitoring, IP Reputation, Server Monitoring & Warm-ups in order to engaged in bulk campaigns.
- Drops: After Warm-ups we are supposed to perform drops in order to drop emails in client's inboxes.
- Reporting: We are also supposed to report our supervisor/ISP Lead regarding server health IP reputation drops/Warm-ups/Campaigns performance.
- R&D: Beside the core responsibilities we are also supposed to conduct research regarding ISP's such as: Yahoo, Gmail, Outlook etc. to improve overall performance for campaigns.

### Halal Organics/ Social Media & Website Managing

March 2024 – Till Date | Karachi (Contract Based)

- Social Media Management: Responsible for creative that for all the social media channels.
- PPC: Also responsible for monitoring their advertisement on Facebook & Instagram.
- Website: Currently we are in talks for establishing their website.

### Transdata Solutions LLC/ Sales & Marketing Coordinator

November 2021 – February 2024 | Remote | U.A.E

#### Digital Marketig

- Email Marketing: From the purchase of domains to reporting on ongoing campaigns.
- Social Media: Developing strategy, content calendars, content creation (sometimes utilizing Canva), and reporting.
- Website: On-page and technical SEO, adding new content when necessary.
- Ability to code HTML/CSS-based web pages; for emails, we utilize HTML-based templates for consistent branding.

#### Bookkeeping:

- Preparation of invoices, quotations, and purchase orders.
- VAT filing
- Processing checks
- Preparation of other documents, such as SOA, proposals, various forms (partnership, for auditing).

## **Team Adver/ Digital Marketing Coordinator**

November 2022 - August 2023 | Karachi

- I had the opportunity to work alongside them at their workspace, in collaboration with Transdata Solutions LLC, aiming to optimize and transform the company's digital marketing department.
- My responsibilities mirrored the previously mentioned points in digital marketing.
- To gain a more comprehensive understanding and a dynamic approach, I actively participated in various other projects, which significantly contributed to enriching my expertise and concepts

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## **Education**

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### **Iqra University / MBA - Marketing**

GPA: 3.00 | September 2023 | Karachi, Sindh, Pakistan

### **Iqra University/ BBA - Honors**

GPA: 2.72 | December 2020 | Karachi, Sindh, Pakistan

### **Recknors College/ Intermediate**

2014 | Karachi, Sindh, Pakistan

### **Neelo's & Maha Secondary School / Matriculation**

2012 | Karachi, Sindh, Pakistan

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## **Certifications**

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### **Google's Specialization/ Digital marketing and E-commerce**

7 out of 7 courses (in-progress), Online

Comprehensive set of courses through coursera, every course has a separate certificate, manage to complete 5 of them.

### **Meta & FreeCodeCamp/ HTML and CSS in-depth**

Completed , Online

### **Fortinet & Kaspersky/ Cyber Security**

Completed , Online

I have NSE till 3 and kaspersky's sales specialist course

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## **Skills**

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- Effective Email marketing
  - Proficient in using various marketing tools like CRMs, Planning and managing tools, Analytics etc.
  - Social Media: content creation, hootsuite for managing, and content calendar.
  - SEO: on-page, technical
  - Web development: familiarity with website design and user experience best practices, I can create website using CMS platforms such as WordPress, Wix, and Shopify.
  - Ability to Code: I can code web templates for email marketing, forms, for better branding and control.
  - MS. Office.

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## Freelancing and Projects

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- Unscripted Pharmacist: Created a Wix site, for diabetes coach, I design user flow of various tasks, overall feel and aesthetic, and usability and responsiveness for various devices.
- Farmaish Cooking: It was a comprehensive university project with all the documents including business plan, competitor's analysis, branding and website working prototype.
- ModuFridge: NPD course project centered around the concept of modularity within refrigeration. It emphasis on maximizing the utility of fridges as they take substantial space consumption

