



Abdullah Khan

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Home: Post office Tajazai district lakki Marwat province kpk., 23360 Lakki Marwat (Pakistan)

Work: City Mall near state life building east circular road Dera Ismail Khan, 29050 D I Khan (Pakistan)

WORK EXPERIENCE

Assistant Manager Sales & Marketing

ISMART Group of Industries [22/07/2023 – Current]

Country: Pakistan

Digital Marketing Intern

Saint Louis University (GlobalShala) [21/03/2022 – 18/04/2022]

City: Virtual

Social Media Executive

International Islamic Micro-finance Networking [15/06/2021 – 15/09/2021]

City: Lahore

Country: Pakistan

- Developing engaging social media strategies.
- Managing social media platforms of the organization.
- Scheduling social media posts.
- Engaging followers with regular company updates.
- Creating brand awareness to gain audience attention.
- Overseeing Social Media teamwork.
- Responding to the comments on social media on time.
- Creating paid social media campaigns for advertising.
- Monitoring social media metrics and ROI.
- Analyzing social media trends.

Accounting assistant

Akhuwat Foundation [15/04/2020 – 12/07/2020]

City: Bannu

Country: Pakistan

Data entry, Record Keeping and Making deposits

EDUCATION AND TRAINING

Undergraduation

Institute of Business Administration [08/2019 – 06/06/2023]

Address: Reception administration block Sukkur IBA University, Nisar Ahmad Siddiqui road sukkur Sindh, 65200 sukkur (Pakistan)

Field(s) of study: BBA-Marketing

Final grade: 2.91

High School Education

Akhuwat College [2017 – 2019]

Address: Lalyani, Ferozepur Road Mustafabad, Kasur, Lahore (Pakistan)

Field(s) of study: pre- Medical

Final grade: 77.45%

Secondary Education

Government Higher & secondary School [2015 – 2017]

Address: Tajazai district Lakki Marwat, 23360 Lakki Marwat (Pakistan)

Field(s) of study: sciences

Final grade: 85%

LICENSES & CERTIFICATIONS

Marketing Analytics Foundation

Meta

Storytelling In Branding & Content Marketing

IE Business School (Madrid, Spain)

Foundation of Digital Marketing & E-Commerce

Google

Digital Marketing

DigiSkills.pk

DIGITAL SKILLS

Microsoft Office / Social Media Marketing / Microsoft Powerpoint / Google Drive / Digital Marketing / Email Marketing: Mailchimp / social media management / Canva / Marketing, Management / Brand Management / advertising online / Klaviyo (Email Marketing Automation) / Privy (Lead Source)

leadership

Teamwork

Critical Thinking

Flexibility/Adaptability

LANGUAGE SKILLS

Mother tongue(s): **Pashto**

Other language(s):

Urdu

LISTENING C2 READING C1 WRITING C2

SPOKEN PRODUCTION C1 SPOKEN INTERACTION C2

English

LISTENING C1 READING C1 WRITING C1

SPOKEN PRODUCTION C1 SPOKEN INTERACTION C1

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

VOLUNTEERING

Covid-19

[Pakistan]

HOBBIES AND INTERESTS

Cooking

Hiking

Camping

Photography

Badminton

Table Tennis

NETWORKS AND MEMBERSHIPS

Pakistan Boy Scouts Association

[2013 – Current]

Akhuwat Foundation

[Lahore, 2017 – Current]