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ADDRESS

Ontario, Canada

MUHAMMAD ARBAAZ KHAN

WEB DEVELOPER | GRAPHIC DESIGNER | SOCIAL MEDIA MARKETING



arbaazdurrani



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SKILLS

FRONTEND

- HTML5
- CSS
- JavaScript
- Bootstrap

PROTOTYPING

- Figma
- Adobe XD
- Proto.io

BACKEND / CMS

- PHP / MySQL
- WordPress / Woo-Commerce
- OpenCart
- Drupal

DESIGNING / VIDEO EDITING

- Adobe Photoshop
- Adobe Illustrator
- Adobe After Effect
- Adobe Premiere
- Microsoft Power Point

SOCIAL MEDIA / MARKETING

- Facebook
- Instagram
- LinkedIn
- YouTube
- WhatsApp
- Mailchimp
- SendGrid

EDITORS

- Visual Studio Code
- Sublime 2
- Adobe Dreamweaver
- Notepad++

OTHERS

- GitHub
- Microsoft Suite
- FL Studio

EXPERIENCE

NBP Funds Management Limited

Feb 2021 – Aug 2021

Assistant Manager Brand and Marketing

- Presented and executed creative ideas for engaging new and existing clients on digital platforms (web and mobile applications) by using prototypes on Figma and Adobe XD.
- Managed company's website based on WordPress, created pages, multiple forms and organized content including images.
- Developed creative design for print materials, brochures, banners and forms.
- Assist in designing marketing campaigns with an eye towards maximum leads from social media platforms by creating promotional animated and commercial videos and posting creatives by using Adobe Photoshop, Illustrator, Premiere and After Effect.
- Provide assistance to Marketing Manager in all activities pertaining to brand building, brand positioning, communication strategies, introduced new products and used ATL and BTL strategies for brand awareness.

Webotiks Inc.

Oct 2020 – Jan 2021

Digital Product Designer

- Gathered specifications and other key details to meet requirements of site development.
- Designed and implemented websites from initial concept to finished deliverable by using WordPress themes and theme builders (Divi, Elementor, WPBakery and others).
- Assist development team in designing user interface and integrated into web applications to meet client specifications by using HTML5, CSS, JavaScript and jQuery.
- Identified and eliminated technical issues by using PHP and MySQL.
- Designed graphical content (images, icons, banners) using Photoshop and Illustrator.
- Increased website security by keeping software up to date and using security plugins like Sucuri, Wordfence, iTheme Security and others.
- Chose domain names and configured and maintained web hosting accounts.

KGC Properties

Apr 2020 - Oct 2020

Web Developer & Designer

- Collaborated with Marketing Manager on project specifications, strategy and execution to build new websites for the company based on WordPress and update existing contents.
- Designed marketing content such as promotional materials and advertisements to generate organic leads from social media platforms by using Adobe Photoshop and Illustrator.
- Trained 100+ sales teams including managers for using CRM and managing leads.
- Created promotional videos to strengthen company reputation and brand awareness by using DSLR camera and editing on Adobe Premiere and After Effect.
- Engaged online audiences by placing strong focus on sales process support and responding to inquiries and comments on live chat, emails and messengers.

Business 2 Business Solution

May 2018 - Apr 2020

Web Developer & Designer

- Planned website development, converting mockups into usable web presence by using HTML, CSS, JavaScript, PHP, MySQL and building new WordPress websites and updating existing ones.
- Trained support staff in ecommerce site implementation, updating and maintenance procedures.
- Purchased and configured domains and hosting and maintained files, emails and backed up data to provide for disaster recovery.
- Built corporate brands by designing logos and social media campaigns and developed print materials such as letterheads, brochures, banners by using Adobe Photoshop and Illustrator.

Verge Systems Private Limited

Jun 2015 - Mar 2017

Assistant Manager

- Maintained websites for branches of the company and updated them with deals and product packages.
- Responded to internet inquiries and phone calls in a timely matter.
- Configured domains and hosting for clients and maintained backup files and email accounts.
- Designed logos, printing material, website layouts and maintained social media platforms by using Adobe Photoshop and Illustrator and recruited experienced contractors to complete projects on time.

REFERENCES

Hassan B. Azad

Operations / Analytics / Compliance
at United Nations

Wasif Nisar

International Chess Arbiter,
at FIDE

Zeeshan Abro

Country Representative,
at WebHR Inc.

Niveen Muiz

Public Information /
Communications / Advocacy
at United Nations

FREELACING

UNDP - SDGS Support Unit Sindh

Freelance Web Developer

Pakistan
2019-2020

Association of Certified Fraud Examiners

Freelance Web Developer

Denmark
2017-2019

Lancaster University United Nations Association

Freelance Web Developer

UK
2011-2012

Sindh Chess Association

Freelance Web Developer / Event Coordinator

Pakistan
2011-2015

EDUCATION

BACHELORS IN SOFTWARE ENGINEERING

UNIVERSITY OF SINDH

(Accredited through Canadian Equivalency Standard by WES)

2009 - 2012



PROJECTS

Naturopathic	www.drfilzaswalah.com	Canada	Non Profit	www.ahdpak.org	Pakistan
Mobile Services	www.cellfixx.ca	Canada	Non Profit	www.cssp.org.pk	Pakistan
E-Market	www.freshmarket.pk	Pakistan	Non Profit	www.risepk.org	Pakistan
E-Market	www.etimadonline.com	Pakistan	Production	www.bigpicturestudios.com.pk	Pakistan
E-Mobile	www.advancetelecom.com.pk	Pakistan	Software	www.b2bsol.com.pk	Pakistan
E-Clothing	www.javedmiandad.pk	Pakistan	Software	www.webotiks.com	Pakistan
E-Animal	www.theanimalsouq.com	Oman	BPO Firm	www.hmgc.us	USA
E-Shop	www.snhuae.com	UAE	Software	www.itretina.com	Pakistan
E-Generators	www.loncin.pk	Pakistan	Software	www.financially.co	Pakistan
E-Seafood	www.cfu.com.pk	Pakistan	Travel	www.alfirdous.pk	Pakistan
E-Commerce	www.buildmax.net	UAE	Travel	www.universalexpresshajj.com	Pakistan
E-Restaurant	www.kfm.com.pk	Pakistan	Travel	www.fazalerabbi.com	Pakistan
E-Restaurant	www.burgerbank.pk	Pakistan	Travel	www.teli.com.pk	Pakistan
E-Restaurant	www.boxd.pk	Pakistan	School	www.hhs.edu.pk	Pakistan
E-Restaurant	www.angeethipk.com	Pakistan	School	www.isk.edu.pk	Pakistan
Sports	www.drkashifansari.com	USA	School	www.starlinks.edu.pk	Pakistan
Architect	www.dgcarchitects.com	USA	School	www.hpgs.edu.pk	Pakistan
Government	www.sindhsgds.gov.pk	Pakistan	School	www.khs.edu.pk	Pakistan
Government	www.mohtasibsindh.gov.pk	Pakistan	School	www.studentacademy.edu.pk	Pakistan
Hospital	www.tabbaheart.org	Pakistan	Lubricant	www.masteroil.com.pk	Pakistan
Hospital	www.childrenhospitalkarachi.com	Pakistan	Lubricant	www.creeklocaters.com	UAE
Sports	www.ijpehsas.org	Pakistan	Cab Services	www.whitecab.pk	Pakistan
Non Profit	www.acfe.dk	Denmark	Resort	www.branchlakecottage.com	USA

SOCIAL MEDIA CAMPAIGNS

Fresh Market Online Grocery

Signature Grill Restaurant

Advance Telecom

KGC Properties

Musically Café

