

IMDAD ULLAH

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ACADEMIC OBJECTIVE

To build a career in digital marketing and business development by applying my academic knowledge and practical experience in SEO, content writing, website development and social media management. I aim to continue improving my skills, contribute to business growth through creative and practical marketing solutions, and gain valuable professional experience.

PROFESSIONAL EXPERIENCE

Administrative Assistant

Al Bukhary Institute of Technology, Batagram, Pakistan | Feb 2025 – Jul 2026

- Managed schedules, appointments, and correspondence.
- Maintained digital and physical records.
- Handled calls, emails, and daily administrative tasks.

Freelance SEO Content Writer

Abbottabad University, Abbottabad, Pakistan | Apr 2024 – Jan 2025

- Researched and wrote SEO-friendly articles and blog posts.
- Edited and proofread articles and blog posts.
- Supported email marketing and client outreach.

Bank Intern

National Bank of Pakistan, Abbottabad | Jan 2024 – Mar 2024

- Gained hands-on experience in banking operations
- Supported cash deposit, withdrawal, and remittance operations
- Assisted with customer account opening procedures

EDUCATION

Bachelor of Business Administration (BBA), Marketing

Abbottabad University, Abbottabad, Pakistan | *2020–2025*

Intermediate in Pre-Medical

BISE Peshawar, Pakistan | *2018-2020*

Matriculation (Science)

BISE Abbottabad, Pakistan | *2016-2018*

SKILLS

- **Digital Marketing:** SEO, SMM, Meta Ads, Content Writing
- **Website Development:** WooCommerce, Wordpress, Shopify
- **Office & Productivity:** Microsoft Office, Google Workspace
- **Content & Design:** Report Writing, Canva, Visual Content Creation

CERTIFICATIONS & TRAINING

Digital Marketing & SEO	NAVTTC (Sep 2026 – Ongoing)
Soft Skills Training	OEC & ICMPD
Data Analytics	Google + Coursera
Content Writing	Innovista Easy Learn
Business Communication	LinkedIn

ACADEMIC PROJECTS & ACTIVITIES

Digital Marketing & Online Presence Project — Sep 2026
Marktechnics website, Instagram & Facebook Profile

Created marktechnics website using Wordpress & design pages using Elementor, generated SEO – Optimized content, managed Socia media profiles & LinkedIn.

Business Model Canvas Competition — Sep 2024
AUST Havelian

Developed and presented a Waste-to-Recycling business concept using the Business Model Canvas and secured **3rd position** in the competition in 8th Semester at Abbottabad University

Business Operations & Marketing Analysis — May 2024
Ittefaq Marble Factory Damtour, Abbottabad

Studied their business operations, marketing strategies, revenue sources, customer segments, and overall business processes. Created a report & presented to class.

Non Profit Organizational Improvement Study — Jan 2024
Al Bukhary Institute of Technology Battagram

Examined the organization's previous operational weaknesses and compared them with improvements implemented in its current systems and practices.

JAZZ Promotional Campaign — Jan 2022
Iqra National University, Peshawar

Developed and participated in a university based promotional campaign for JAZZ products such as Sims, packages, devices and JazzCash Account.