

ABDULLAH HAFEEZ

BBA Final Year Student | Digital Marketing & Social Media Specialist

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Professional Profile

Final-year BBA student with experience in social media management, content creation, graphic design, and digital marketing. Eager to contribute creative ideas and grow as a Marketing Intern.

Education

- BBA, Sir Syed University of Engineering & Technology (2023–Present) – Final Year (7th Semester)
- Intermediate in Commerce (2020–2022)
- Matriculation in Computer Science (2019–2020)

Experience

Digidoses Advertising & Marketing Agency

social media Handler & Digital Marketing Intern | 1 Dec 2025 – 1 Apr 2026

- Managed social media accounts and content calendars.
- Designed graphics using Photoshop and Illustrator.
- Shot and edited ads and reels.
- Ran Meta advertising campaigns and monitored performance.
- Collaborated with creative teams on marketing campaigns.

Certifications

- Professional Diploma in Digital Marketing – IBA Karachi (3 May 2025 – 5 Oct 2025)
- Public Speaking Certificate (2024)
- SSUET Internship Certificate (Aug–Sep 2025)
- GOOGLE ADS SEARCH Certificate (July-6, 2025)

Professional Skills

- Digital Marketing & Performance Marketing
- Social Media Management
- Graphic Design & Brand Identity
- Video Editing & Motion Graphics
- Videography, Photography & Cinematography
- Content Creation & Visual Storytelling
- Communication & Team Collaboration & Time Management & Creative Problem Solving

Software & Tools

- Adobe Photoshop & Illustrator
- DaVinci Resolve
- Meta Ads Manager
- Microsoft Office

References

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