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FAHAD HASSAN

SUMMARY

E-Commerce and Marketing Professional with 2 years of experience in Client's Communication, creating engaging content, managing social media platforms, Amazon and Shopify, and advertisements. Seeking a challenging opportunity to leverage my skills and experience to contribute to the success of a dynamic company.

EDUCATION

Bahria Univerity

Bachelor's Degree in Media Studies
2019 – 2023

SKILLS

- Digital Marketing
- Word Press Development
- Public Relation's
- Strong organizational and time-management skills
- Exceptional communication and interpersonal skills
- Team Leading and Problem Solving

ACHIEVMENTS

Event Organizer

- Successfully executed a university event as part of a class project.
- Managed event logistics and operations
- Contacted Brands To Sponsor Event
- Ensuring seamless execution

PROFESSIONAL EXPERIENCE

E-Commerce Specialist

ReflecToes | 2022 – Present

- Manage Amazon and Shopify Platform
- Amazon PPC Campaigns
- Create A+ Content and Manage Orders
- List New Products on Amazon and Shopify
- Proactively manage client communication to resolve issues and fulfill needs
- Develop creative content across social media platforms (Facebook, Twitter, Instagram, TikTok)
- Generate Sales Through Email Marketing
- Manage content calendars
- Conduct keywords research and analysis to identify high-value keywords for target audiences
- Manage paid advertising campaigns on platforms such as Snapchat Ads, Facebook Ads, and Tik Tok Ads

Public Relations Internee

Digital Pulp | 2022 – 2023

- Coordinate and schedule meetings with external stakeholders
- Assisted with PR presentations, and other materials
- Created Social Media Posts
- Managed Company's Communication with clients

Public Relations Internee

Inter Service Public Relations | 2022 – 2022

- Crafted Press Releases
- Actively participated in seminars