

Muhammad Adeel Uddin

Digital Multimedia & Marketing Specialist

AI Chatbot, Digital Marketing, Multimedia Content Specialist, Interactive Design, & E-Commerce
(Amazon, Shopify, Facebook Marketplace & WordPress)



Dubai, UAE



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Dear Sir/Madam,

I would like to introduce myself as a person with creative ambitions. Motivated achiever with 10+ years of significant, progressive experience in multimedia, focusing on Project Management, Digital Marketing including SEO, SEM, Media Planning, Media Buying, Social Media Management, Analytics and Reporting, ROI Analysis, Brainstorm new and creative growth strategies, Graphic & Visual Design, Branding, Illustration, Web Design, Multimedia Production, Video Editing, Audio Editing, Animation, Visual Effects/Motion Graphics, UI/UX Design and Interactive Media Creation.

During my tenure with Shabbir Tile & Ceramics Limited Company (STILE), my strong interpersonal skills and the ability of problems-solving and work collaboratively in a team environment, accepting feedback and incorporating it accordingly.

I've completed major projects, including developing a WebView Android App, and integrating of AI-ChatBot to the STILE website which became the first AI-integrated project in the tile manufacturing industry in Pakistan. Some other noticeable projects are STILE Connect Intranet Portal, STILE Calculator, and STILE Visualizer. I've hands-on E-commerce experience on Amazon, Etsy & Shopify.

The friendly and humble nature of mine gives me leverage to interact well with my staff members at all levels. The accompanying resume can give you an idea of my potential for making a worthwhile contribution to any organization.

Thank you

Sincerely,

Muhammad Adeel Uddin

Objective

To pursue opportunities in the **Digital and Multimedia industry within the GCC**, where I can leverage and further enhance my knowledge and skills.

Professional Strengths

- 10+ years of significant, progressive experience in Multimedia projects, focusing on Project Management, Interactive Media/Graphic Designing & Digital Marketing, Strategic Leadership, Website Designing, Social Media Marketing, Search Engine Optimization, e-Commerce, and AI-Chatbot.
- Proficient in creating visually appealing designs using tools such as Adobe Creative Suite, with a strong understanding of color theory, typography, and layout principles.
- Experienced in producing and editing multimedia content, including videos, animations, and interactive presentations, with a keen eye for detail and a strong sense of visual storytelling.
- Self-motivated achiever who is a multitasker and can work in a high-pressure environment.
- Strong problem-solver that can design solutions and assist coworking designers and developers with issues.

Educational History

- Bachelor of Computer Arts | 2006-2013 | PAF-Kiet Karachi, Pakistan (UAE Embassy Attested)

Trainings & Certifications

Google

- Adwords Video Advertising Certificate
- Google Web Designer
- Google Digital Sales
- Google Analytics Certification
- Adwords Basics
- Adword Fundamentals
- Project Initiation: Starting a Successful Project

Udemy

- The Buffer App : A Must Use For Social Media Marketing
- After Effects Crash Course - Getting Started Lite Version
- Digital Marketing: A Beginners Guide To Facebook Advertising
- An Entrepreneur's Checklist
- How to Design App Icons for iPhone (IOS) & Android Devices
- How to become a success with an Audience from Zero online
- Sound Affects

Coursera

- Foundations of Project Management (Google)
- Introduction to Data Analytics (IBM)
- Develop a Company Website with Wix (Coursera Project Network)

LinkedIn Learning

- Advertising on LinkedIn.com
- Guy Kawasaki on How to Rock Social Media
- Jodi Glickman on Pitching Yourself

Twitter Learning

- Twitter Flight School: Executive Leadership

Certificate of Participation

- Performance Management
- Neuro Linguistic Programming
- Islamic Finance
- Learn the 5 things every brand must learn to survive and thrive
- DigiMark16 by Jang Media Group Pakistan
- Unleash Your Abilities

In-Progress Certification

- Google Project Management Certificate
- IBM Data Analyst Professional Certificate
- Google - Generative AI

Technical Skills

E-Commerce:

Amazon PL & Wholesale, Etsy (Print On Demand)
Dropshipping via Shopify and Meta Marketplace.

Digital Marketing:

Social Media Marketing, SEO, SEM, HTML5 Advertising, Standard Ads, Animated Ads,
Native Ads, Marketing Strategy, Media Buying, Media Planning

Designing:

Visual Branding, Image Editing and Manipulation, Print Design, Web Design, Color
Theory and Design Principles, Typography, Animation and Motion Graphics, Digital
Illustration, UX/UI Design

Video Editing & Production:

Videography, Photography, Storyboard Design, 2d Animation, Documentaries, Music
Videos, Short Films, Compositing, Visual Effects

Tools & Technology:

Multimedia Tools:

Photoshop, Illustrator, Premier, After Effects, Animator, InDesign, Final Cut Pro, Studio
One, Samplitude, Google Web Designer,

Digital & Online Advancement Tools:

Google Analytics, Google Ad Manager, Google AdSense, Google Webmaster Tools, AI -
Artificial Intelligence, ChatGPT - Prompt Engineering, Google Data Studio, Facebook
Ads, LinkedIn Ads, Twitter Ads, Pinterest Ad, Hootsuite

Website Frontend Development:

Shopify, WordPress, Magento

Presentation/Other:

Microsoft Office, Apple Keynote, Apple Sketch

Progressive Professional Experience

Shabbir Tiles & Ceramics Limited, Karachi- Pakistan | 7th Dec 2020 - 28th Sept 2025

Ithaca Capital, Karachi- Pakistan | 22nd Jul 2019 - 2nd Dec 2020

Jang Media Group, Karachi- Pakistan | 1st Aug 2015 - 10th Jan 2019

Shabbir Tiles & Ceramics Limited, Karachi- PK

7th December 2020 - 28th September 2025

- Worked as a Deputy Manager
- AI ChatBot to the STILE website, which became the first AI-integrated project in the tile manufacturing industry in Pakistan.
- Digital Marketing: Creative Development for New Website, Keyword Analysis & SEO implementation, Google Ads campaign development, planning, and execution. Leads and Complaint Management, Search Engine Optimization, Website Creative Development, STILE Website Performance Analysis
- Interactive Social Media Content: Developing & Uploading creatives for Posts, Stories, and In-house Event updates.
- Facebook & Instagram Community Management: Monitoring and communicating with customers for their queries via Social Media platforms.
- Interactive Email Design: Developed internal e-mailers for completed projects of the Marketing Department.
- Videography: Architects Interview Shoot (Outdoor), Stile Emporium 360 Videos, Projects Shoot, Video Editing, Visual Effects, Logo and Title Animation, 2d Animation
- Photography: Stile Events Photography, Emporium Photography, Projects Photography
- New Emporium Launch Campaigns: (1) Stile Emporium - Bukhari - Karachi (2) Stile Emporium - New Town- Karachi (3) Stile Emporium - Gujranwala (4) Stile Emporium - Ferozpur (5) Stile Emporium - Gilgit
- Stile Talk Project: Social media campaign development, Stile website promotion creatives, digital screens video editing and adaptation for other electronic devices, print Media promotion campaign.
- Catalog & Mocks Development: Successfully delivered Catalogs & Mocks with their required updates. (1) The Pixel Collection (2) The Bricks Collection (3) Elite Collection (4) The Artistisco Collection (5) The Ornament Collection (6) Mystique Collection (7) Modish Collection (8) The Subway Collection

Ithaca Capital Pvt. Ltd., Karachi - Pakistan

22nd July 2019 - 2nd December 2020

- Worked as Digital Media Manager
- Successful development of an E-Commerce platform.
- Integration of the CRM system
- Development of social media posts, website content, creatives for email marketing, and other digital promotional activities. The following is the list of the brands I was responsible for at Ithaca Capital.
 - 1- Converse Pakistan
 - 2- Puma Pakistan
 - 3- Hertz Pakistan
 - 4- Mustang Security Pvt. Ltd
 - 5- Kidco - Bottle & Co.
 - 6- Brumano
 - 7- Bracket
 - 7- Partner's - Super Mart
- Integration of Influencer marketing systems for e-commerce platform (EdgeStore.pk).
- Integration of Facebook Marketplace on Converse and EdgeStore.pk Facebook platforms
- Successful implementation of WhatsApp Business - for customer engagement with new features of automation & quick response, catalog placement, location sharing, business verification.
- Successful coverage of the Converse Store opening ceremony event in DMC Karachi. Live event broadcast & Instagram stories updates.

Total Media Solutions - Jang Media Group, Karachi - Pakistan

1st August 2015 - 10th January 2019

- Worked as Marketing Services Associate
- Development of multimedia content for website (Jang Media Group owned chanel websites)
- Successful implementation and development of responsive HTML5 creative ad campaigns by using Google Web Designer.
- Introduced 2d animated ad for JMG's clients.
- Maintaining digital content database
- Development of audio/video content for projects & events
- Successful implementation of Digital Ads with integration of Augmented Reality For Jang Newspaper.

Negative Productions, Karachi - Pakistan

2nd February 2009 - 31st July 2015

- Worked as Business Developer (Basic learning during studies)
- Developed cross-functional communicating skills with internal team members
- Learned how to align and manage studio creative goals with business development strategies
- Worked on different projects in which I learned tools and skills for video editing, graphic designing and 2d animations
- Development of various presentations for internal and external events
- Ensuring the team will get time-to-time updates for the latest multimedia trends and technology

Website Development Projects

- Stile.com.pk | Tile Manufacturing Company
- UrbanMENA.com | E-Commerce Store
- Bellevie.com.pk | E-Commerce Store
- [Pharmacy](http://Pharmacy.com) | E-Commerce Store
- EdgeStore.pk | E-commerce Store
- TuneEra.com New & Media Website

About Me

Muhammad Adeel Uddin

Date of Birth: 01-04-1987

Current Location: Dubai, United Arab Emirates

Place of Birth: Karachi, Pakistan

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