



UMAIR BUTT

DIGITAL MARKETING DIRECTOR

+92 321 6618788 umairbutt1985@outlook.com

Gulberg Valley, Lower Canal Road, Faisalabad, Pakistan

Education

2005 - 2007

BACHELOR IN ARTS

University of Punjab, Lahore

2003 - 2005

FACULTY IN ARTS

Board of Intermediate & Secondary Education, Faisalabad

Software Skills

Illustrator	●●●●●●●●●●●●●●●●
Photoshop	●●●●●●●●●●●●●●●●
MS Office	●●●●●●●●●●●●●●●●
InDesign	●●●●●●●●●●●●●●●●
Premiere	●●●●●●●●●●●●●●●●
After Effects	●●●●●●●●●●●●●●●●

Professional Skills

Wordpress	●●●●●●●●●●●●●●●●
SEO	●●●●●●●●●●●●●●●●
Digital Media	●●●●●●●●●●●●●●●●
SEM	●●●●●●●●●●●●●●●●
PPC	●●●●●●●●●●●●●●●●
Social Media	●●●●●●●●●●●●●●●●

Profile

Driven Product Marketing Director/CEO adept at SEO and integrated marketing illustrated across 10+ years of experience in related roles. Strategic and innovative with a passion for driving brand awareness and product performance. Excellent communication skills for outreach and digital copywriting, ensuring strong brand presence.

Work Experience

CEO/DIRECTOR / 2019 - PRESENT

Butt I.T Solutions (SMC-Private) Limited

- Successfully spearhead campaigns on social media platforms including Facebook and Instagram
- Manage social media planning for execution of marketing strategies and community management.
- Designing websites of clients from scratch to the advanced level.
- Monitor online presence of company's brand and engage with users.
- Managing campaigns on different platforms.
- Designing the graphic assets including Brochures, Flyers and other work
- Editing and composing videos, ads and various other compositions

COMPUTER TEACHER / 2014 - 2019

Al Majaz Star Computer Training Center, Dubai, U.A.E

- Teaching to Web Development Students.
- Teaching to Digital Media Marketing Students.
- Teaching to Graphic Designing Students.
- Teaching to Video Editing Students.
- Online Marketing for the website of Institute.
- Dealing with different web, designing, marketing and editing projects.
- Teaching to individual students and corporate clients.
- Planning a program of study that, as much as possible, meets the individual needs, interests, and abilities of the students.

Language Skills

English | Fluent 

Urdu | Native 

Arabic | Basic 

Punjabi | Fluent 

Interests



Painting



Music



Video



Photography



Fishing



Swimming

Social / Links

 www.facebook.com/umair.butt.3760

 www.twitter.com/iumairbutt

 <https://bit.ly/3qXseOe>

 www.pinterest.com/umairbuttt

Work Experience (Continued)

JUNIOR EXECUTIVE / 2012 - 2014

National Database & Registration Authority, Faisalabad, Pakistan

- Data Entry of applicants from finger scanning to complete personal information data.
- Scanning of the applicatns forms.
- Taking bakcup of whole work and uploading to the server.
- Data Entry for the voting list of Election Commission of Pakistan.
- Managing the work of Mobile Registration Van.
- Collecting forms from different applicants.
- Issuing the ID Cards, Child registration Certificate, Family Certificate, National Identity carf for overseas Pakistanies to the different applicants

MANAGER / 2010 - 2012

Zenith Associates, Faisalabad, Pakistan

- Managing the complete outlet.
- Creating and sending report of current stock.
- Daily preparing the Zee report with complete sale of the whole day..
- Managing all products inside the outlet.
- Collecting the new stock three times in a week.
- Managing all kinds of Payments in Outlet.
- Preparing reports on M.S Word and Excel.

COMPUTER OPERATOR / 2009 - 2010

Hilal-e-Ahmar Maternity Hospital, Faisalabad, Pakistan

- Preparing reports of Blood Donors on Excel.
- Discussion with different administration of companies regarding Blood Camps.
- Managing the all medical stock on Excel.
- Giving motivational speech to the students of different colleges and Universities regarding the benefits of Blood Donation.
- Managing all preparations of the blood camps inside the Country.
- Preparing other office reports on Excel and M.S Word.

References

Will be furnished on Demand.