



M UMER JAVED

Digital Marketing &
Design Manager

www.umerjaved.com

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Cover Letter

As a professional graphic and web designer, I bring a range of art and design disciplines to every project I work on. From brand strategy and user interface design to creative design and front-end development, my work exemplifies an appreciation for complete brand experiences from Digital to Print.

"I am a creative. I can never seem to stop creating anything. There is always an idea, new picture, or some business idea running through my head. I can't help but see a picture before I see words on it. I am drawn to color and the beauty around me. I have always been drawn to art and design. Growing up I was constantly in my sketch book or having some kind of craft happening on the dining room table."

Please find attachment of resume & do check out some graphic design portfolio and/or get in touch especially if you're in need of a distinctive brand identity

Dropbox link:

<https://goo.gl/dsUABH> | www.umerjaved.com

A SHORT HISTORY

I am self-employed as a graphic designer, specializing in the fields of corporate identity (logo) design, UI/UX, web design, print design and branding with the majority of my time spent designing and implementing marketing promotions for businesses such as social media designing, web/mobile app designing, letterhead, business cards, packaging and more.

THE BACKGROUND

I hold a Bachelor of (Computer Science Major) from Iqra University, Karachi, PAKISTAN. Although I am just 29 years of age, I've had a multitude of experience, gaining my first freelance design job at the age of 19 – since then I have never turned back...

My life is design, I love it and I surround myself in it every day.

I am:

Passionate (I absolutely love what I do)

Enthusiastic (I want to learn)

Skeptical (I think critically)

Focused (I have the right attitude)

Profile:

The marketing manager manages the day to day marketing activities of the organization and long term marketing strategy for the company. Where I may be able to employ my skills in digital marketing and in designing media which will benefit company’s clients and business.

<u>Key Skills:</u>	Technical Skills:	Graphics Designing Animation Social Media Brandings	Apps Design Digital Marketing Print Media Corporate Event Designing
	Software Skills:	Photoshop Illustrator After Effects	Wordpress Dreamviewer MS Office

Professional experience:

Adamjee Life Assurance – Head Office

January 2019 – till date

Assistant Manager Marketing

Area of responsibilities:

- Digital Marketing.
- Graphics for Print and Digital media.
- Animations corporate presentations.
- Managing Social Media Platforms.
- Co-ordinating marketing campaigns with sales activities.
- Creation and publication of all marketing material in line with marketing plans.
- Working closely with design agencies and assisting with new product launches.
- Maintain effective internal communications to ensure that all relevant company functions are kept informed of marketing objectives.
- Assisting Agency for Social Media Designing
- Coordination for DVC ads with Agency
- Customers Giveaways strategy
- Sponsorships handling
- Budgeting for an events
- Quarterly Newsletter Publishing

Harley Willington

April 2018 – December 2018
Manager

Community

Area of responsibilities:

- Web and Mobile App designing.
- Social Media Designing
- Graphics for Print and Digital media.
- Animations corporate presentations.
- Managing Social Media Platforms.

GRAKOS

November 2016 – March 2018
Designer

Sr. Graphic

Area of responsibilities:

- Web and Mobile App designing.
- Social Media Designing
- Graphics for Print and Digital media.

Mind Map Communications

March 2015 – September 2016
Manager

Web/Graphics

Area of responsibilities:

- Web and Mobile App designing.
- Social Media Designing
- To Develop Word Press websites
- Graphics for Print and Digital media.

Iqra University

June 2012 – February 2015
(Placement Dept)

Creative Designer

Area of responsibilities:

- Event designing.
- Social Media Designing
- Stationery Designing
- Broachers , Posters & Cards

Foreigntree Systems

December 2012 – January 2015
Designer

Word press Developer & Jr.

Area of responsibilities:

- To Develop Word Press websites
- Graphics for Web and Mobile Apps.

Education:

Graduation: BS(CS)

From Iqra University – 2015

Intermediate: Pre Engineering

Islamia Science College – 2010

Certification: Graphics Designing

Arena Multimedia – 2008

Matriculation: Science Group

Usmania Academy - 2008

Personal Info:

- Father's Name: Javed Ahmed
- Date of Birth: 23 – August - 1990
- Gender: Male
- Place of Birth: Lahore
- Nationality: Pakistani
- Marital Status: Single

Portfolio Links:

www.umerjaved.com | [Dropbox](#)

Recent Graphics & Web Projects:

www.adamjeelife.com | <https://www.facebook.com/Adamjeelife/>

- Designed Website & Social Media [Airmen Golf Club](#)
- Designed Website & Social Media [Harley Willington](#)
- Designed Website & Social Media [Falcon Mall](#)
- Designed Website & Social Media [GRAKOS](#)
- Designed Website & Social Media [Tele Card E Solutions](#)
- Designed Website & Social Media [Mashal Technologies](#)
- Designed Website & Social Media [Fashion Pakistan's](#)
- Designed Website & Social Media [Yasmin Zaman's](#)
- Designed Website & Social Media [Mind Map Communications](#)
- Designed Website & Social Media [I AM KARACHI](#)

Extra-Curricular Activities:

- Secured 1st position in Logo Designing named SPARK-14 held at MAJU
- Attended certified Training Session on Market yourself/Employability Skills by YUNUS TEXTILE in 2011
- Participated in a workshop on Corel Draw by Arena Multimedia in 2007
- Participated in a contest of Graphics Mania by Iqra University (ACM) in 2012 & 2013
- Participated in a workshop on Latest Software Development Works held at AXACT in 2012.

Personal Statement:

"To be an asset for organization that values staff skills, capabilities and talent."