

curriculumvitae

ZunNurainKhalid

Corporate Digital Marketing Consultant

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personal information

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twitter.com/zunnurain



[instagram.com/zunnurain](https://www.instagram.com/zunnurain)



[youtube.com/channel/zunnurain](https://www.youtube.com/channel/zunnurain)



[zunnurain.com/hello](https://www.zunnurain.com/hello)

covernote

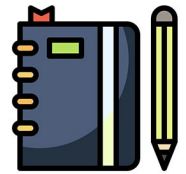
With this resume, I would like to express my sincere interest in the **Digital Marketing Consultancy** for your organization. As an accomplished and results-oriented professional with 8+ years of experience driving marketing success for many companies, I possess a wide range of knowledge and expertise that will allow me to contribute towards the success of your firm.

My background lies in successfully **conceptualizing and implementing** innovative digital marketing initiatives to drive market impact and expansion of product, program, campaigns and development efforts. With comprehensive experience driving **strategic campaigns** from launch through execution – as well as my background in digital media channels – my established ability to enhance **brand awareness** and **lead generation** prepares me to significantly impact your company's objectives.

starskills



educational information



2003 - 2007	Bachelor's of Science in Software Engineering International Islamic University, Islamabad
2001 - 2003	Higher Secondary School Certificate (HSSC) Islamabad Model College for Boys F-7/3, Islamabad
1999 - 2001	Secondary School Certificate (SSC) Siddeeqe Public School, 6th Road, Rawalpindi

PROFESSIONAL COURSES & CERTIFICATES

Complete Digital Marketing Course	Udemy - eLearning
Growth Hacking through Digital Marketing	Udemy - eLearning
Social Media Marketing Mastery	Udemy - eLearning
Blogging Mastery - Write Amazing Blogs	Udemy - eLearning
Manage and Maintain Video Blogging	Udemy - eLearning
SEO Training Course by MOZ	Udemy - eLearning
SEO for WordPress Websites	Udemy - eLearning
SEO for Local Services Business	Udemy - eLearning
Copywriting Made Easy	Udemy - eLearning
Building up Content Marketing Team	Udemy - eLearning
Complete Guide of WordPress YOAST Plugin	Udemy - eLearning
Mastering CAMTASIA Studio 9 (Video Editing)	Udemy - eLearning
YouTube Marketing	Udemy - eLearning
Inbound Marketing Certificate	Udemy - eLearning
Sales & Marketing for Online Businesses	Udemy - eLearning
Business Modeling and Financial Modeling	Udemy - eLearning
Dropshipping through AMAZON - FBA	Udemy - eLearning
Dropshipping through ALIEXPRESS	Udemy - eLearning
PMP Exam Preparation Course	Udemy - eLearning
Complete Project Management Course	Udemy - eLearning
Knowledge Management Tools for SMEs	Udemy - eLearning
Mobile App Design: Scratch to Prototype	Udemy - eLearning
Wireframing with Balsamiq Mockups	Udemy - eLearning
Secret Sauce of Great Writing	Udemy - eLearning
Operations Management	Udemy - eLearning
Cyber Security Essentials	Udemy - eLearning
Protecting Yourself from Identity Theft	Alison - eLearning
Basics of Design Thinking	Udemy - eLearning
Technology Entrepreneurship	Stanford University - eLearning
Startup Boards: Advanced Entrepreneurship	Stanford University - eLearning
A Crash Course on Creativity	Stanford University - eLearning
Oracle 10g certification	National Institute of Electronics
Workout Bible: Health & Fitness	Udemy - eLearning (Hobby)
Tourist Information and Guided Tours	Alison - eLearning (Hobby)
Tourism Marketing and Promotions	Alison - eLearning (Hobby)
Advanced Diploma in Tourism Management	Alison - eLearning (Hobby)
Diploma in Tourism Studies	Alison - eLearning (Hobby)

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UltraSpectra (Pvt.) Ltd. - Islamabad, Pakistan | **2009 - Todate**

Lead Digital Marketing Consultant | www.ultraspectra.com

Responsibilities include but not limited to developing and executing Web & Digital Marketing Strategies for the firm and its first tier clients.



NIMIS (Pvt.) Ltd. - Islamabad, Pakistan | **2012 - 2017**

Digital Marketing Consultant & Events Planner | www.nimis.org

Responsibilities included developing and executing Web & Digital Marketing Strategies along with managing their technical workshops, trainings and events.



Pakistan Information Security Association | **2012 - 2016**

Digital Marketing Consultant & Events Planner | www.pisa.org.pk

Responsibilities included developing and executing Web & Digital Marketing Strategies along with managing their technical workshops, trainings and events.



RIPHAH International University | **2011 - 2012**

Visiting Faculty in School of IT & Computing | www.riphah.edu.pk

Responsibilities included course designing, teaching and executing final projects based on Web Entrepreneurship focused on Final Year (last semester under graduate) students.



MicroMerger (Pvt.) Ltd. | **2007 - 2009**

1. Quality Assurance Engineer, 2. SEO Executive | www.micromerger.com

Responsibilities included search engine optimization daily manual tasks, listbuilding, backlinking, social network monitoring etc. Further assigned QA tasks as well.



Solutions Komprehensive | **2006 - 2007**

IT Executive

Responsibilities included IT administration for the firm's events and establishing and the managing digital database of the applicants in a sequential order.



National Institute of Electronics | **2005 - 2006**

IT Internee | www.nie.gov.pk

Responsibilities included learning and implementing desktop publishing tools like MS word, MS Powerpoint, MS Excel, MS Access etc. along with helping the IT Staff.



Touchstone Communications | **2004**

American Accent English / Sales Training | www.touchstonebpo.com

Responsibilities included learning and implementing telephonic sales pitching and also coordinating with the inbound customers calls based out of USA.



Swanson Center (USA) | **2008 - 2009**

On-site Search Engine Optimization / Web Design | www.swansoncenter.com

Responsibilities included developing the first version of the website for Dr. Eric Swanson in Kansas City, USA and help him optimize its website for search engines.



Tapoos LLC. (Dubai) | **2016 - 2017**

Technical Lead Search Engine Optimization | www.tapoos.com

Responsibilities included deploying and implementing a content strategy and SEO around an entertainment and gossip website targeting audience from USA.



Pakistan Youth Hostels Association | **2017 - 2018**

Technical Lead Search Engine Optimization | www.pyhahostels.com

Responsibilities included converting a conventional office in to a digital paperless office, develop and implement its official website, and help them rank in search engines.



United Leather Industries | **2018 - 2019**

Web Development and Portfolio Marketing | www.unitedleather.biz

Responsibilities included developing their official website to connect them with the European markets and build an Industry Portfolio around the products and clients.



United Leather Industries | **2018 - 2019**

Content Strategist and Lead SEO | www.veloboxing.co.uk

Responsibilities included Managing their Online Product Portfolio on their official website, listing on Ebay and Amazon, SEO and PPC campaigns of products and reporting.

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Internet Society - Islamabad Chapter | **2015 - Todate**
Founding Member, Volunteer on Digital Media and Events | www.isoc.pk
Responsibilities include but not limited to developing and executing Web & Digital Marketing Strategies for the non-profit and manage their events.



Eskimi DSP - Programmatic | **2018 - 2019**
Mobile Advertising & Digital Marketing Consultant | business.eskimi.com
Responsibilities included managing proposals and pitches to Pakistani clients for ESKIMI headquarters in Lithuania and developing business opportunities for the organization.



Imperial Decorations (USA) | **2012 - Todate**
SEO, Digital Media and Copywriting Consultant | www.imperialdecorations.com
Responsibilities include managing the firm's official website for Off-site and On-site SEO, Digital Media and Design requirements for their client events in USA.



Accent Event Rentals (USA) | **2014 - Todate**
SEO, Digital Media and Copywriting Consultant | www.accenteventrentals.com
Responsibilities include developing and managing firm's website w.r.t. clients' experience in USA along with On-site and Off-site SEO and Digital Marketing.



TriBorough - Property Management (USA) | **2013 - 2015**
SEO, Digital Marketing Consultant | www.3borough.com
Responsibilities included managing the firm's official website for Off-site and On-site SEO requirements for their client events in USA.



Majestic Limo Service (USA) | **2015 - 2016**
SEO Consultant | www.majesticlimoservice.com
Responsibilities included developing SEO and Lead Generation Strategies around their Limo Rental services in Virginia and Maryland area - USA.



Webpreneur Academy for Entrepreneurs (UK) | **2010 - 2017**
Web Design, Content and Digital Marketing Consultant | www.webpreneuracademy.com
Responsibilities included setting up lead generation funnel in official website in order to get target audience registered on the site. Also generate UK based traffic through SEO.



FCCMarketing | **2014 - 2015**
Project Management Consultant | www.fccm.pk
Responsibilities included coordinating with their clients Ufone and Huawei for the project of deploying DIGITAL USER EXPERIENCE CENTER in Ufone headquarters Islamabad.



Innovative Solutions (Saudi Arabia) | **2015**
Digital Marketing and Copywriting Consultant | www.is.com.sa
Responsibilities included research around their digital cyber security products and producing whitepapers for client's better understanding.



Oxfam Novib | **2014 - 2015**
Project Management Consultant | www.oxfamnovib.nl
Responsibilities included close coordination with the Project Director for developing their project's digital footprint on Youth Skills targeting Pakistani youth.



KIPS Education System | **2014 - 2015**
Web Development & Content Marketing Consultant | www.kips.edu.pk
Responsibilities included developing digital content guidelines for their promotions, upgrading their website and optimizing it for search engines.



Hadiya Decor (USA) | **2016 - 2017**
SEO and Digital Marketing Consultant | www.hadiyadecor.com
Responsibilities included assessing traffic on newly launched website and Social Media to generate leads for event clients in Washington DC area in USA.



OPPOTUS (Malaysia) | **2017 - 2018**
SEO Consultant | www.oppotus.com
Responsibilities included create a flawless experience for the firm's clients on their website and generating traffic from the target audience.

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Ministry of Foreign Affairs, Pakistan | **2016**
[Secure Network Solution Consultancy](#) | www.mofa.gov.pk

Responsibilities included to assess the pre-project network condition and generate report as plan of action to implement the secure network solution within the ministry premises.



Pakistan Consulate Jeddah (Saudi Arabia) | **2014 - 2016**
[Digital Media Consultant](#) | www.pakembassyksa.com

Responsibilities included training of the digital media staff on handling digital queries coming from social media including facebook, twitter and linkedin.

Walkabout Films

Walkabout Films | **2016**
[Website Design & Development](#) | www.imperialdecorations.com

Responsibilities included the revision of their old website and replacing it with the new dynamic website that includes best integration of huge media library backend.



Associated Press of Pakistan | **2016 - 2017**
[Digital Media Marketing Consultant & Trainer](#) | www.app.com.pk

Responsibilities included capacity building trainings on Social Media platforms including facebook, twitter and instagram. Also consulted on the user experience around website.



Suno Pakistan - FM 89.4 | **2013 - 2015**
[Digital Media Coordinator & Consultant](#) | www.sunofm.pk

Responsibilities included handling 1M+ subscriber base on digital media channels, program coordination and program graphics etc. Developed and deployed new website for FM.



DHA Peshawar | **2015 - 2016**
[Web Design & Development](#) | www.dhapeshawar.org

Responsibilities included developing and designing new website for DHA Peshawar and integrating the social media queries for handling pre-booking of plots etc.



NUST - Research & Innovation | **2019-2020**
[Web Design and Digital Media Consultant](#) | researchblog.nust.edu.pk

Responsibilities included setting up a research blog for NUST RIC integrating an a content submission system from the researcher and approval processes within the blog.



NUST - Professional Development Centre | **2018**
[Digital Media & Marketing Trainer](#)

Responsibilities included developing the industry standard Digital Marketing training for FMCG industry management. Helping them resolve the common digital tasks.



NUST - Centre for Creative Economy | **2019 - Todate**
[Digital Media and Event Management Consultant](#) | cce.nust.edu.pk

Responsibilities include developing and deploying official website and devising digital strategies for the centre. Under MOU with the centre as industry leader/consultant.



DUPAS Toiletries and Glaze | **2019 - Todate**
[Web and Digital Marketing Consultant](#) | www.dupas.com.pk

Responsibilities include designing and implementing new official website, improved digital footprint and internal communication infrastructure.



Internet Engineering Task Force (Malaysia & Singapore) | **2016 - 2017**
[Digital Marketing Consultant](#)

Responsibilities included coordinating with respective project coordinators for generating social media re-purposed content for facebook, twitter and linkedin.

industriesexplored



Cyber Security, Non-Profits, Government, FMCGs, Sports, Digital Media, Print Media, News Agency, Events, Technology Entrepreneurship, Travel and Tourism, Causes, Fitness, Academia,





TECH-EVENT MANAGEMENT



CyberSecure Pakistan | Years: 2012, 2013, 2014, 2015, 2018, 2019
Annual Flagship conference on issues revolving around Cyber Security Landscape. Including Keynote speakers from relevant stakeholders, workshops and capacity building trainings.



ICT's for Good Governance | Years: 2014, 2015
Awareness and Integration awareness workshop and conference around ICT's for Agriculture, ICT's for Travel and Tourism, ICT's for Governance, ICT's for Development sectors.



Cyber Child Protection | Years: 2014, 2015, 2016
Awareness sessions and workshops for Teachers and Parents capacity building exercises for protecting children from cyber bullying.



Software Freedom Day | Years: 2015, 2016, 2017, 2018
SFD is an annual worldwide celebration of Free Software. SFD is a public education effort with the aim of increasing awareness of Free Software and its virtues, and encouraging its use.



ICANN - Interactive Hubs | Years: 2014 (X4), 2015 (X3)
The ICANN organization introduced remote hubs at some sessions at ICANN Public Meetings. It provided access to discussions of the IANA stewardship transition.



INET by Internet Society | Years: 2015
INET Islamabad brought together participants from the Government, Internet service providers, mobile operators, academic institutions, banks, ICT entrepreneurs, and the general public.



Asia Internet Symposium by Internet Society | Years: 2015
AIS are a series of regional events that focus on debate, dialogue and deliberation on topical issues concerning the Internet through keynotes followed by a panel discussion.



International Women's Day | Years: 2012, 2013, 2014, 2015
Celebrating Women in the Technology field, UN Women and UNIDO collaborate to organize this flagship conference on every 8th of March.



Team Building Training and Hangout | Years: 2015
Inbox Technologies collaborated for handling their full day activities and training sessions for their employees from all over Pakistan in order to gel in together as team.

SELF INITIATED PROJECTS



TrulyPakistan - Exploring beyonds! | Started: 2016 - Todate
TrulyPakistan is a platform converted in to an ecosystem of crowdsourced content documentation on five basic niches including Travel, Food, Culture, People, Places.



Plant for Pakistan - Bleed green again! | Started: 2019 - Todate
Working around the concept of "Urban Gardening" and "Roof Top Garden" researching from the available case studies to balance out the Natural environment destroyed by urbanization.

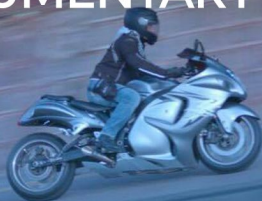


Flab2Fitness - Restoring the energy! | Started: 2019 - Todate
This is a Progress Tracking community page for Fitness. Starting off from Fairly low Stamina and Flab Body attaining the Stamina and Fitness.



DOMIN8 - Digital marketing explained | Started: 2020 - Todate
Domin8 is a youtube series on digital marketing including latest trends and techniques for SEO and Internet Marketing for Pakistani Industry in a non-conventional / communication way.

DOCUMENTARY



RAFTAAR | رفتار



RAFTAAR - Guys on Bikes

Documentary on Heavy Biking Sports Culture in Pakistan. I handled the Aerial Video and Photography along the Murree Express Way. The documentary is available at the given QR Code.

established**references**



Mr. Talha Habib

Manager - Cybersecurity Services at Innovative Solutions SA
<http://pk.linkedin.com/in/talhahabib>

Mr. Salman Nasir

Lecturer - S3H, National University of Sciences & Technology (NUST)
Deputy Director - Centre for Creative Economy
<https://www.linkedin.com/in/shsalmannasir/>

Mr. Ammar Jaffri

President - Pakistan Information Security Association (PISA)
Ex-Additional Director General FIA
<https://www.linkedin.com/pub/ammam-jaffri/>

Mr. Amir Anzur

Senior Technology Advisor / Head of Innovation - Government Digital Service
Government of United Kingdom
<https://www.linkedin.com/in/amiranzur/>

Mr. Sohaib Saleem

Manager ORIC - Government College Women University Sialkot (GCWUS)
<https://www.linkedin.com/in/sohaibsaleem/>

Mr. Adnan Ahmed Nisar

General Manager (PYHA) - Pakistan Youth Hostels Association
<https://www.linkedin.com/in/adnan-nisar-79502229/>

Mr. Suhail Kamran

Founder Accent Event Rentals
Partner - Imperial Decor - Virginia, USA
<https://www.linkedin.com/in/suhail-kamran-54a94040/>

* More references can be furnished upon request.

