

Resume

HAMZA KHALID

Innovative and results-driven Social Media Marketer and Project Manager with years of experience leading digital campaigns, developing websites, and designing business strategies. Skilled in social media planning, ad creation, content design, and web technologies. Quick learner, adaptable, and passionate about adopting new technologies such as Agentic AI.

Lahore, Pakistan

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Professional Experience

Head of IT & Social Media

Val Tech Group — 2023–Present (Regional office, Lahore)

- Managed IT department and supervised 10+ international projects (education, immigration, news & consultancy websites).
- Developed websites and optimized workflows for multiple branches (Estonia, Malta, Hungary, USA, etc.).
- Designed and executed social media campaigns across Facebook, Instagram, and LinkedIn.
- Created and scheduled 200+ posts, increasing engagement by 30%.
- Managed LMS & Examination Module projects (requirements, documentation, development supervision, deployment, maintenance).

Freelancer — Social Media & Web Development

Self-employed — 2020–2022

- Designed and developed websites using HTML, CSS, PHP, and Shopify.
- Created branding, graphics, and promotional content for clients.
- Provided social media marketing support, including ad campaign setup and content creation.

Independent Projects — 2018–2020

- Built full-stack applications with Core PHP and SQL.
- Completed at least 5 personal projects and collaborated on 10+ back-end/design projects.
- Developed problem-solving skills and gained strong experience in project management.

Portfolio and Projects: MHamzaKhalid.com

Resume

Skills

Digital Marketing & Social Media

Campaigns, Planners, Facebook/Instagram Ads, Analytics, Business Model Analysis

Creative Design

Adobe Illustrator, Photoshop, Canva, Filmora, Blender

Web Development

HTML, CSS, JavaScript, Core PHP, SQL, WordPress/CMS, Shopify

Project Management

Requirements Gathering, Documentation, Leadership, Client Communication

Languages

I'm fluent in both **English and Urdu**, allowing me to collaborate effectively with diverse teams and audiences across local and international projects.

Education

Software Engineering

2016 – 2020

University of Management and Technology (UMT), Lahore

Graduated with 3.72 GPA. Achieved top position in University Programming competition.

Full Stack Web Development

2018 — *EVS Lahore & PNY Arfa Tower*

Front-End: HTML, CSS, JavaScript

Back-End: Core PHP, SQL

Completed multiple personal and collaborative projects.

Graphic Designing (Self-Learning)

2020

Learned Adobe Illustrator, Photoshop, Blender, Canva, and Filmora during locked-down just for fun.

Traits

Creative · Problem Solving · Leadership · Adaptability · Quick Learner · Honest · Enthusiastic · Attention to Details

