

ABDUL BASIT

www.AbdulBasit.pro

DIGITAL MARKETING

LEAD GENERATION

IT TRAINER

BUSINESS DEVELOPER

PPC / EMAIL MARKETING

IT SUPPORT

WEB DESIGNING

ADMINISTRATION

Digital Marketing Expert and tech savy **IT Specialist** with **8+ years** of experience. Passionate about leveraging data-driven insights and cutting-edge technologies to optimize digital campaigns and enhance business performance.

+44 7979 139 758

London, UK

abdulbasituk001@gmail.com

WORK EXPERIENCE

JUL 2024 - AUG 2025

1 Taplow Enterprises Car Dealer , UK
Manager - IT & Marketing
Managing Website, Emails, Invoices, customer queries handling. Managing car buying & selling.

JUL 2024 - AUG 2025

2 Cyber Nation
Manager -Digital Marketing & IT
Drove growth through innovative digital marketing strategies and client-focused business development solutions.

DEC 2022 - JUN 2024

3 The Noor Project - NGO
Manager Digital Marketing & IT
Successful campaigns: +20% brand recognition, +30% web traffic, +200% donations. Led IT, ERP deployment.

OCT 2019- DEC 2022

4 Digiskills, Govt of Pakistan
Instructor - Digital Marketing & IT
Trained 33,000+ future Digital Marketers & Amazon VAs. Managed course outlines, LMS, daily marketing, and e-learning operations.

EDUCATION & SPECIALIZATIONS

UNIVERSITY OF WEST LONDON
MSc Digital Marketing



SEP 2026

THE UNIVERSITY OF LAHORE
Bachelor of Science in Computer Science - (BSCS)



SEP 2018

UNIVERSITY OF LONDON
Business and Marketing Strategies - Specialization



APRIL 2025

PROJECTS

Websites

One Choice
Apparel UK
RIZEK
BYD Pakistan
Fixperts
Vasilchuki.ae

Marketing

Rasasi Perfumes
Zartash
Keymax
Laam
Chawla Green
Dongfeng Motors

Cybersecurity

Political Parties
CloudArmor UAE
Dongfeng Pakistan
UAECrypt
Coinbase Pak
Paksitan Air Force

SKILLS

- Meta & Google Ads
- Social Media Management
- Google Analytics
- Data Analysis
- Canva
- WordPress
- Lead Generation
- Bulk Likes / Bots
- Call Center / IVR
- Pixels / Tags
- HubSpot
- Content Creation
- PPC Campaigns
- Email Marketing
- Marketing Automation
- Software Troubleshoot
- Hardware Troubleshoot
- Kali Linux
- Dark Web Scanning
- Freelancing Trainings

CERTIFICATIONS

- Business and Marketing Strategies **University of London**
- Artificial Intelligence in Marketing **University of Virginia, USA**
- Social Media Advertising **Meta & Google**
- Online Advertising & Social Media **University of Maryland, USA**
- Ethical Hacking **EC-Council**
- Cyber Threat Intelligence **IBM**

[VISIT ALL CERTIFICATIONS](#)

LANGUAGE

English Urdu Punjabi





ABDUL BASIT

DIGITAL MARKETING GURU / WORDPRESS / CYBER SECURITY
CERTIFIED BY GOOGLE , META AND MORE...

Certifications:

BUSINESS AND MARKETING STRATEGIES

University of London

CYBER THREAT INTELLIGENCE

IBM (USA)

AI IN MARKETING

Emory University, USA

INTERNATIONAL B2B MARKETING

Yonsei University, Seoul, Korea

SOCIAL MEDIA MANAGEMENT & MARKETING

Google & META

SPECIALIZATION - CYBERSECURITY ATTACKS & DEFENCES

EC-COUNCIL

CYBERSECURITY FOR EVERYONE

University of Maryland, USA

DIGITAL MARKETING

DIGISKILLS TRAINING PROGRAM

[VISIT ALL CERTIFICATIONS](#)



Dear Recruiter,

I am a Digital Marketing and IT professional with **8+ years** of experience across **digital marketing, business development, IT support, cybersecurity, web designing and professional training**. I hold MSc in Digital Marketing from the University of West London, a Business & Marketing Strategies specialisation from the University of London, and Bachelors in Computer Science.

Key strengths include:

- **Digital Marketing:** Google & Meta Ads, PPC, social media, email marketing and automation.
- **Analytics & Growth:** Google Analytics, data analysis, campaign optimisation and lead generation.
- **Content & Web:** Content creation, Canva and WordPress.
- **IT & Cybersecurity:** Technical support, troubleshooting and basic cybersecurity.
- **Training:** Trained 33,000+ learners in Digital Marketing and IT.
- **Proven Results:** Achieved contributions including 20% increased brand recognition, 30% increased web traffic and 200% increased donations.

I am a proactive, adaptable and results-driven professional with strong problem-solving, communication and organisational skills. I enjoy combining technology, creativity and data-driven strategies to support business growth and achieve measurable results.

I would welcome the opportunity to contribute my experience, skills and enthusiasm to your organisation.

Kind regards,


Abdul Basit

London, UK

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UNIVERSITY OF LONDON



UNIVERSITY OF WEST LONDON