

DIGITAL MARKETING / WEBSITES / CYBER SECURITY



*creative*

# PORTFOLIO

BY ABDUL BASIT

[www.abdulbasit.pro](http://www.abdulbasit.pro)



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A showcase of expertise, projects, and achievements in digital marketing, web design, and cybersecurity.

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**ABOUT ME**

**VISION / MISSION**

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**CERTIFICATIONS**

**PORTFOLIO**

**CONTACT**

# *introduction* **ABOUT ME**

I'm Abdul Basit, a London-based professional with dual graduation in Digital Marketing and Computer Science, combining tech and marketing expertise to help businesses grow online.



## **ABDUL BASIT**

Cybersecurity ,  
IT Support &  
Digital Marketing  
**GURU**  
Based in UK.

# *introduction &* **ACHIVEMENTS**

**300 +**

Marketing Jobs

**£1 MILL+**

Ads Spent

**£12 MILL+**

Revenue Generated

**117+**

Websites Designed

**122+**

Hacked Accounts Recovered



A Digital Marketing and Computer Science professional, helping businesses grow through SEO, web design, digital campaigns, and cybersecurity solutions.



# EDUCATIONAL BACKGROUND

| 2018                                                               | 2023                                                      | 2025-26                                              |
|--------------------------------------------------------------------|-----------------------------------------------------------|------------------------------------------------------|
| Bachelor of Science in Computer Science<br>The Univerity of Lahore | Business and Marketing Strategies<br>Univeristy of London | Msc - Digital Marketing<br>Univeristy of West London |



# WORK HISTORY



| 2014-2018                                | 2019-2022                                                            | 2022-2024                                        | 2024-25                                           | 2025-26                                          |
|------------------------------------------|----------------------------------------------------------------------|--------------------------------------------------|---------------------------------------------------|--------------------------------------------------|
| IT Support Specialist<br>Bytes IT Center | Senior Coach (Digital Marketing & IT)<br>Digiskills Training Program | Head of Marketing & IT<br>The Noor Project (NGO) | Founder & Manager IT<br>Cyber Nation Technologies | IT & Marketing Manager<br>Taplow Enterprises, UK |

# VISION

Presentation are communication tools that can be used as demonstrations, lectures, reports, and more. it is mostly presented before an audience.

# MISSION

Presentation are communication tools that can be used as demonstrations, lectures, reports, and more. it is mostly presented before an audience.

*personal*  
**SKILLS**



## DIGITAL MARKETING



## WEBSITE DESIGNING



## CYBER SECURITY

☐ Hubspot

☐ Web Crawling

☐ Ethical Hacking

☐ Email Marketing



## IT SUPPORT

☐ IT Automation

☐ Lead Generation

☐ Data Recovery

☐ Canva / Graphics



**International B2B Marketing**  
Yonsei University, S.Korea



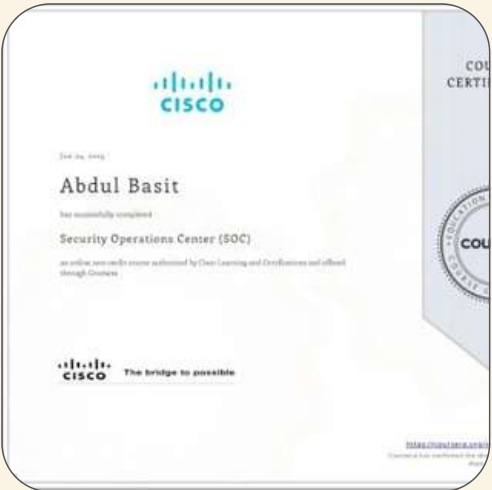
**Business & Marketing Strategies**  
Fashion Model



**Artificial Intelligence in Marketing**  
University of Virginia, USA



**Social Media Advertising**  
Meta & Google



**Security Opearaton Center**  
CISCO & ISC2



**Ethical Hacking Essentials (EHE)**  
EC-Council



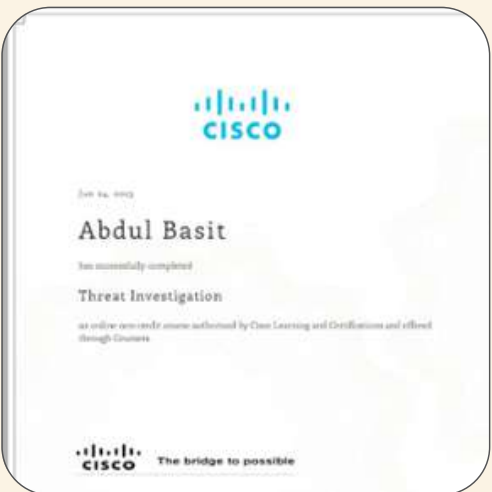
**Microsoft IT Support Specialist**  
Microsoft



**Digital Forensics Essentials (DFE)**  
EC-Council



**Incident Response & Digital Forensics**  
IBM



**Cyber Threat Investigation**  
CISCO

CERTIFICATES & LICENCES



# *project* PORTFOLIO

A curated collection of my work in digital marketing, web design, and cybersecurity.  
Showcasing skills, strategies, and results that drive business growth.

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MARKETING

WEBSITES

CYBER SECURITY

# DIGITAL MARKETING

01

**COFFEE PLANET**

- PPC Ads
- Facebook Ads
- Social Media Management
- Call Center

**BUDGET: £0.3 Million**

02

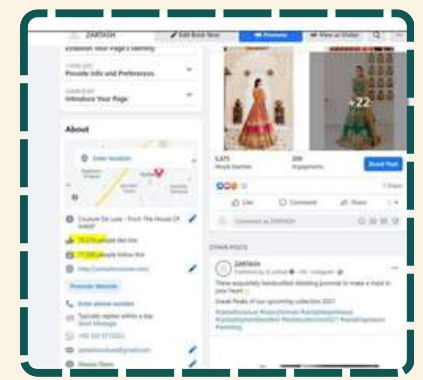
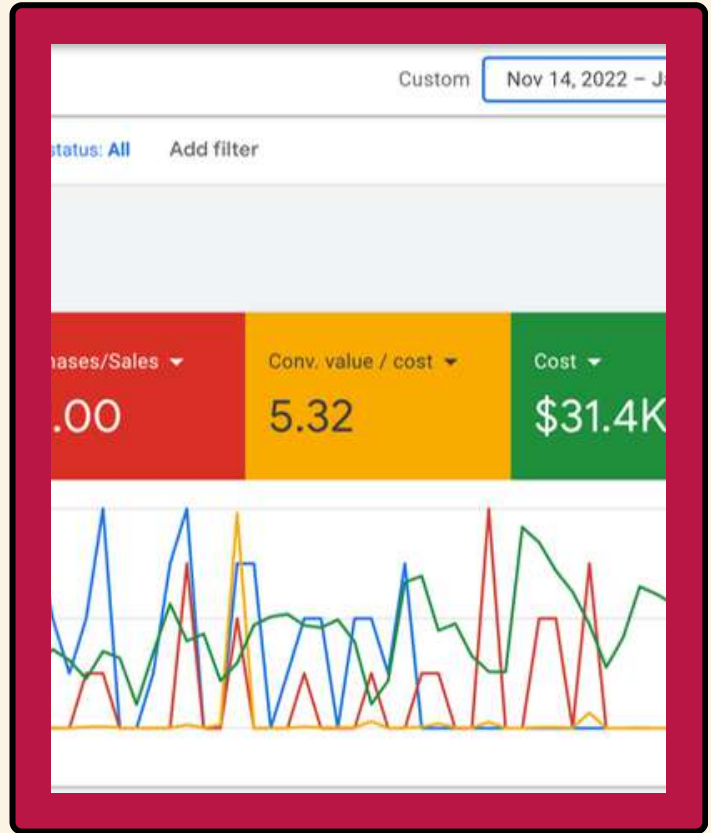
**Dongfeng Motor Corporation**

- PPC Ads
- Facebook Ads
- Social Media Management
- Call Center
- Cyber Security

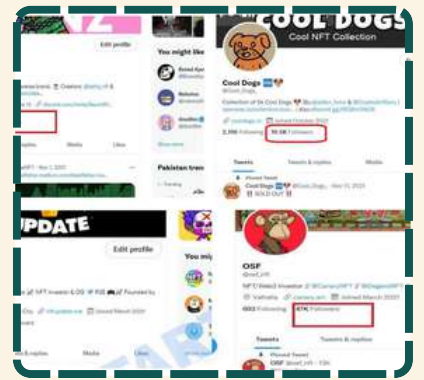
**BUDGET: £0.8 Million**



**SNAPCHAT ADS**  
ONE CHOICE APPEAREL CO UK



**FACEBOOK ADS**  
ZARTASH, Pakistan



**TWITTER NFT**  
USA , 42+ Accounts



**GOOGLE & META ADS**  
POINT 2 HOMES , USA



# DIGITAL MARKETING PROJECTS

01

REAL ESTATE SECTOR

02

EDUCATIONAL INSTITUTES

03

SALOON & SPAs

04

ENERGY SECTOR

05

RESTURANTS

06

CLOTHING BRANDS

07

STARTUPS

08

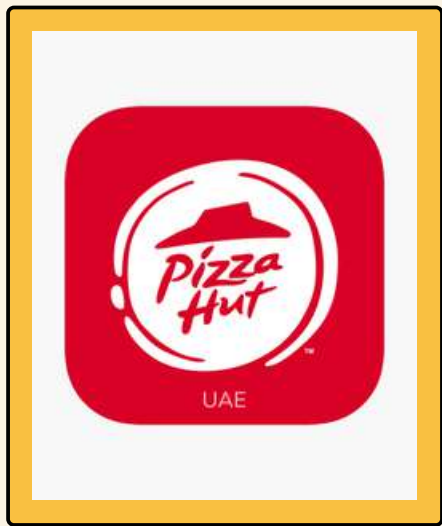
CAFE / BAR

09

LAWYERS

10

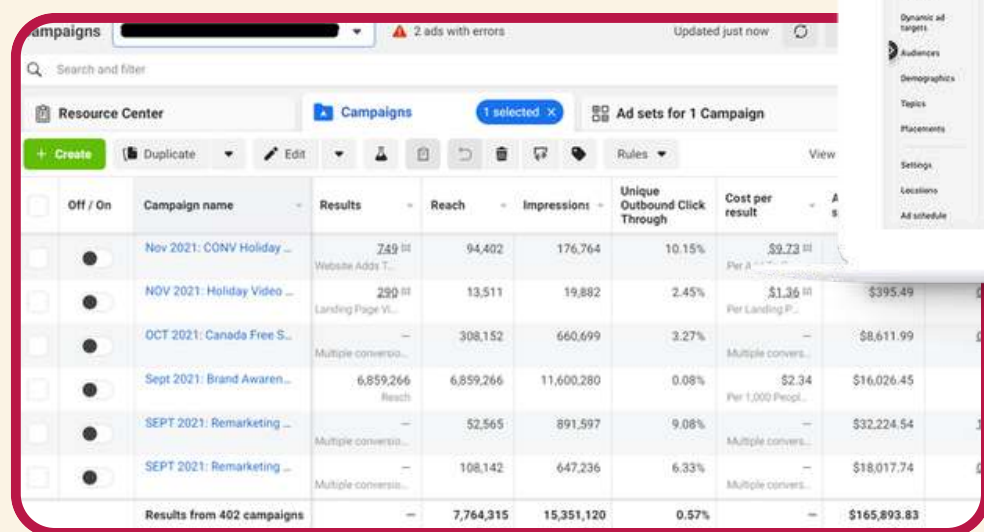
EVENT MANAGEMENT



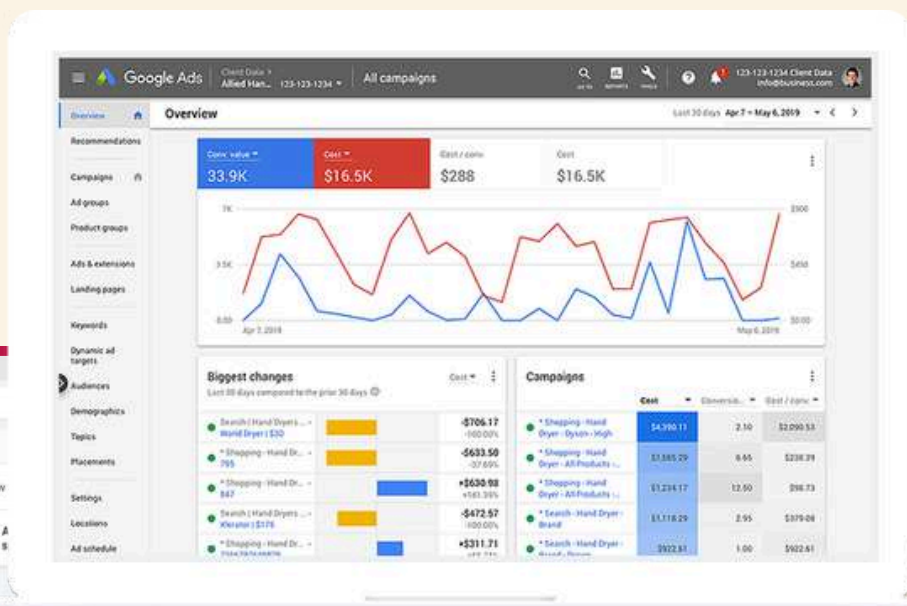
# Digital Marketing TOOLS & RESULTS

Expert in SMM, GMB, Ads, lead generation, Canva, and WordPress to drive digital growth.

- ✓ 5x ROI on Ads
- ✓ Top 3 Google Rankings
- ✓ 30%+ Email Open Rate



| Off / On | Campaign name               | Results             | Reach     | Impressions | Unique Outbound Click Through | Cost per result           | A / S        |
|----------|-----------------------------|---------------------|-----------|-------------|-------------------------------|---------------------------|--------------|
| ●        | Nov 2021: CONV Holiday ...  | 749 lit             | 94,402    | 176,764     | 10.15%                        | \$9.73 lit                |              |
| ●        | NOV 2021: Holiday Video ... | 290 lit             | 13,511    | 19,882      | 2.45%                         | \$1.36 lit                | \$395.49     |
| ●        | OCT 2021: Canada Free S...  | Multiple convers... | 308,152   | 660,699     | 3.27%                         | Multiple convers...       | \$8,611.99   |
| ●        | Sept 2021: Brand Awaren...  | 6,859,266 Reach     | 6,859,266 | 11,600,280  | 0.08%                         | \$2.34 Per 1,000 Peopl... | \$16,026.45  |
| ●        | SEPT 2021: Remarketing ...  | Multiple convers... | 52,565    | 891,597     | 9.08%                         | Multiple convers...       | \$32,224.54  |
| ●        | SEPT 2021: Remarketing ...  | Multiple convers... | 108,142   | 647,236     | 6.33%                         | Multiple convers...       | \$18,017.74  |
|          | Results from 402 campaigns  |                     | 7,764,315 | 15,351,120  | 0.57%                         |                           | \$165,893.83 |

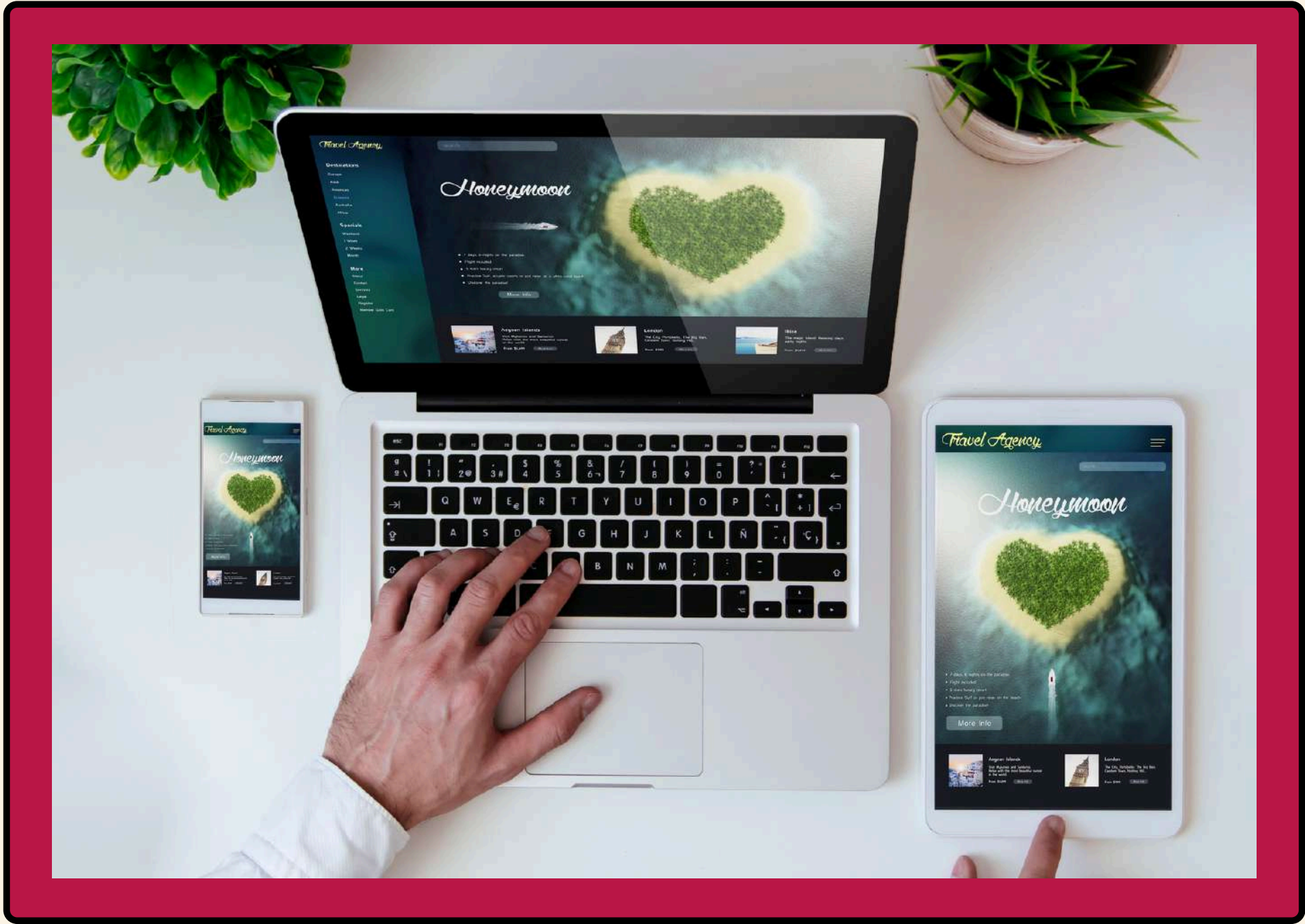


## POPULAR TOOLS



- ADS
- EMAIL MARKETING
- GRAPHIC DESIGNING
- CRM
- WEBSITES
- PIXELS
- TAGS
- ROBO CALLING
- AI AUTOMATIONS
- HUBSPOT





# WEBSITE DESIGNING

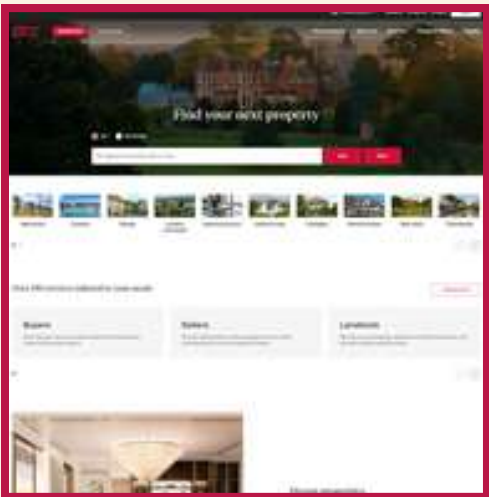
A skilled web designer creating modern, responsive, and SEO-friendly websites that blend aesthetics with functionality to drive business growth.

|                   |                  |                   |
|-------------------|------------------|-------------------|
| 117+              | 211+             | 77%               |
| Websites Designed | Websites Secured | Repeating Clients |



# WEBSITES

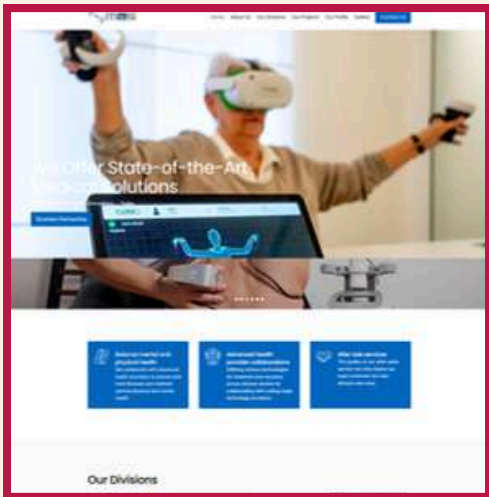
Creating modern, responsive, SEO-friendly websites that deliver style, function, and results.



**REAL ESTATE**  
Knightfrank.co.uk



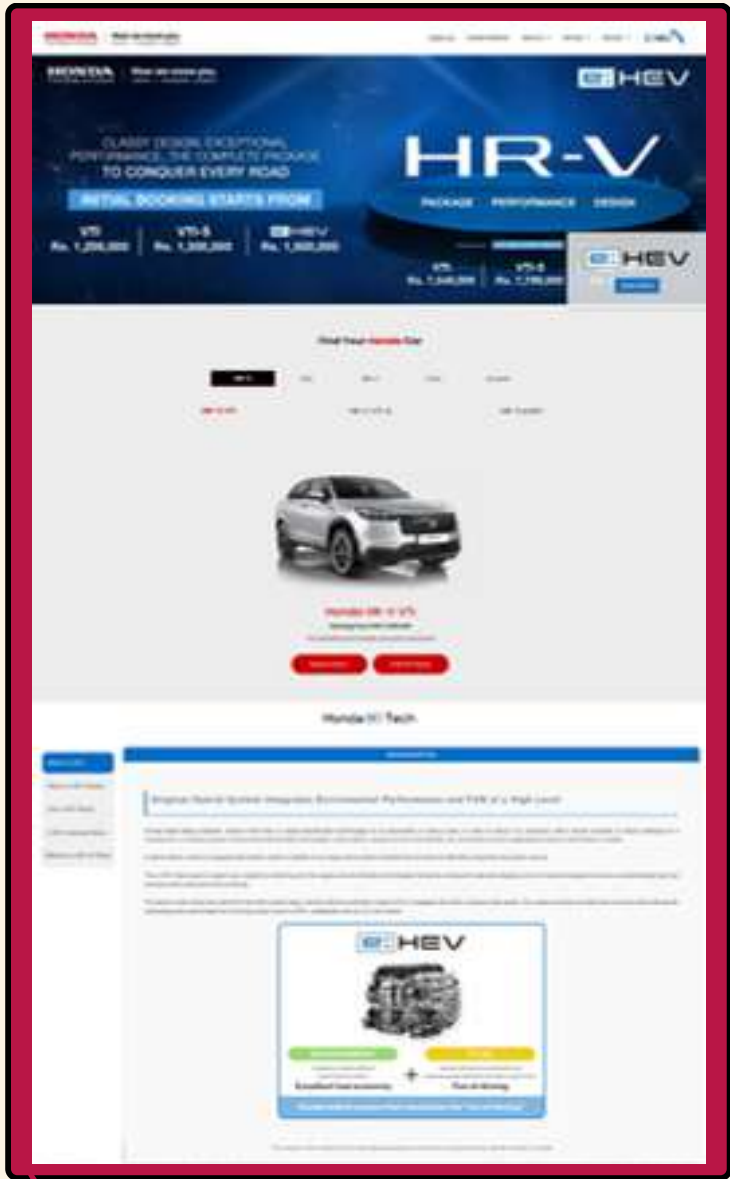
**RESTURANT & CAFE**  
Midpointrestaurant.co.uk



**MAS MEDICAL UAE**

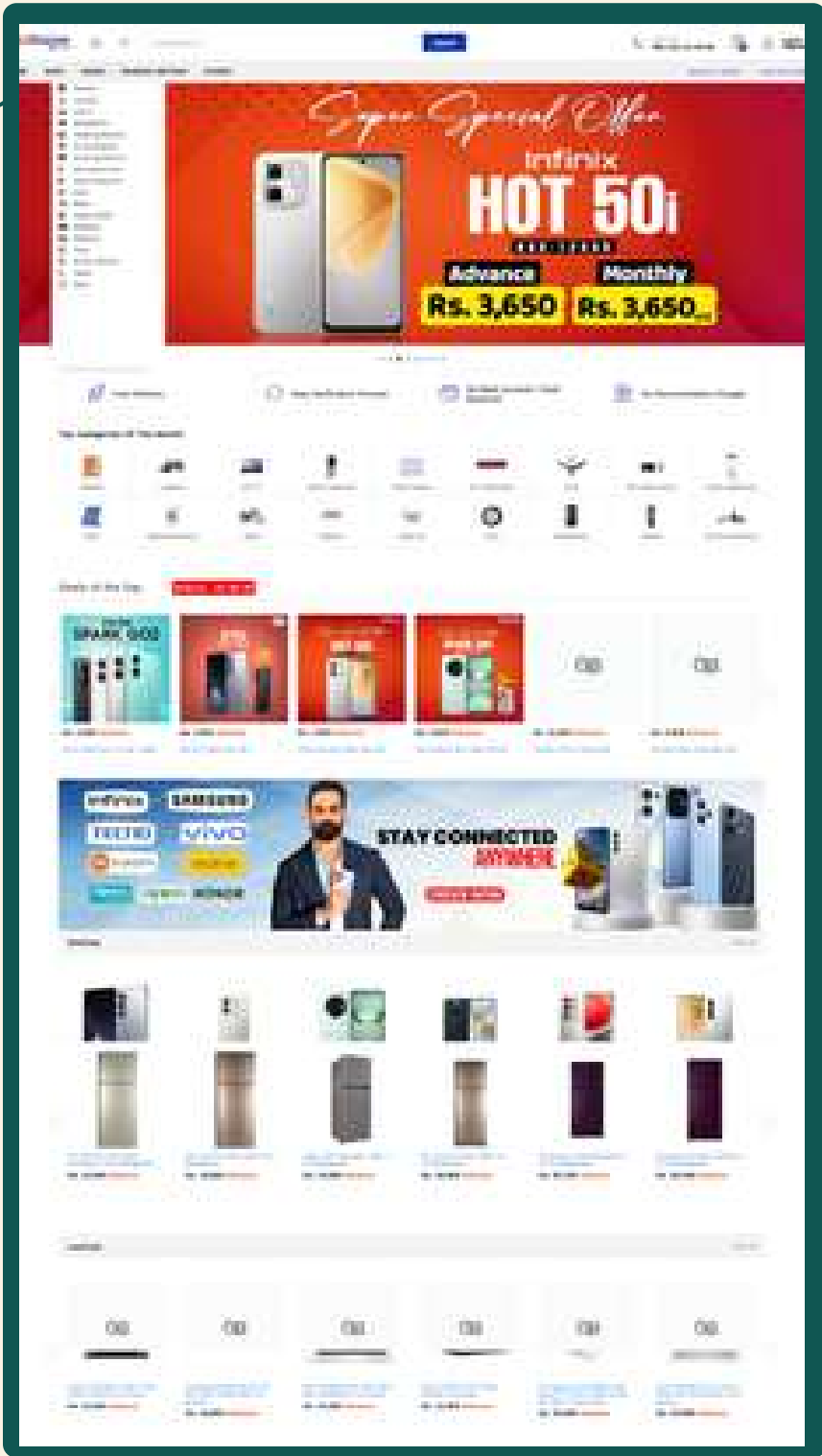
Electronics / eCommerce

HONDA PAKISTAN

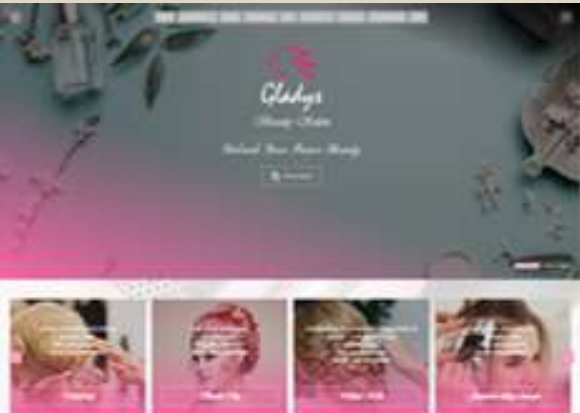


Automobile

QIST BAZAR



WEBSITE SAMPLES



**SALON & SPA**



**LEGAL / LAWYER**



**RESTURANTS**



**SCHOOLS**



**ECOMMERCE**



**HOSPITAL**



**CARGO / SHIPPING**



**FLEET MANAGEMENT**

WHAT I OFFERS:

- Domain  
Hosting
- Wordpress  
Shopify
- Responsive  
SEO Friendly
- Security  
Graphics
- 



# *stay Protected* CYBER SECUIRTY

## Cyber Threat Intelligence

Identifying and mitigating cybersecurity risks, safeguarding digital assets from evolving threats.

**CERTIFIED BY: IBM, GOOGLE, NEY YORK UNIVERSITY, CISCO**

## Hacked Accounts Recovery

Sucessfully Recovered client's 150+ hacked important personal and business accounts.

**100+ Reviews and appreciations on Upwork and over different channels**

## Cyber Awareness Sessions

Conducted 50+ cyber awareness sessions, educating individuals and organizations on the importance of cybersecurity and how to stay safe online.

**20+ Pakistani universities/colleges, 30+ corporates and businesses**



*Let's work*  
**TOGETHER**

WHATSAPP

DOWNLOAD CV

VISIT WEB

