



Sajid Ullah

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ABOUT ME

I am a dedicated and passionate English teacher with a Bachelor's degree in English Literature and Linguistics from the National University of Modern Languages (NUML). With one year of teaching experience, I have honed my ability to design engaging lesson plans, foster language proficiency, and create a supportive learning environment. Alongside teaching, I possess strong digital marketing skills, including expertise in managing Facebook and Instagram ads, Google ads, and creating engaging content for diverse audiences. My goal is to inspire students to develop a love for language and literature while leveraging my digital marketing expertise to enhance educational experiences and outreach.

WORK EXPERIENCE

Teacher

[03/06/2023 – 10/10/2023]

City: Timergara, Dir lower kpk | **Country:** Pakistan

Gained valuable teaching experience in English Grammar, with a strong emphasis on developing students' speaking skills and essay writing abilities. Responsibilities included designing lessons that enhanced grammatical understanding, facilitating interactive speaking exercises, and providing structured guidance in essay writing to improve clarity and coherence.

Teacher

[20/10/2023 – 25/10/2024]

City: Rawalpindi | **Country:** Pakistan

I taught English at Future Foundation School, Rawalpindi, for one year, where I was responsible for improving students' reading, writing, and speaking skills. I designed interactive lesson plans to enhance their understanding of grammar, vocabulary, and literature while fostering a positive and inclusive learning environment. Additionally, I monitored student progress through assessments and provided constructive feedback to support their academic growth.

Social Media Marketing

[28/09/2023 – 01/02/2024]

City: Rawalpindi | **Country:** Pakistan

Initially joined as a social media marketer and progressively expanded responsibilities in digital advertising. Known for expertise in client engagement and content development, with key strengths in building brand identity. Key duties include Facebook Ads and Page Management, Instagram Product Advertising, LinkedIn Marketing, and designing posters with engaging content to enhance product visibility.

Digital marketing

[01/04/2024 – 01/10/2024]

City: Rawalpindi | **Country:** Pakistan

Hired by an advertising agency to drive campaign performance through Google Ads and SEO strategies, achieving a 20% increase in conversions. Key responsibilities included managing high-ROI campaigns, optimizing bids and keywords, implementing off-page SEO for websites, and A/B testing ad variations to ensure optimal results. Focused on refining website ranking and driving measurable growth.

English Work Program

Sajid Ullah [01/12/2022 – 01/06/2023]

City: Rawalpindi

Participated in a **Diversity and American Culture Exploration Project**, a six-month initiative sponsored by the U.S. Embassy. This project focused on cultural diversity and teamwork, involving software exploration and cross-cultural communication activities to deepen my understanding of American culture.

EDUCATION AND TRAINING

BS(Hons)-English literature and Linguistic

NUML-National University of Modern Languages, Rawalpindi. [16/09/2020 – 15/06/2024]

City: Rawalpindi | Country: Pakistan | Website: numl.edu.pk

Intermediate

GPGC [01/05/2017 – 01/05/2019]

City: KHAR | Country: Pakistan | Website: GKP.PK

Matric

Ghaznavi Model School Munda, Dir lower, KPK [01/03/2015 – 01/03/2017]

City: Dir lower | Country: Pakistan | Website: gms.pk

LANGUAGE SKILLS

Mother tongue(s): Pashto

Other language(s):

English

LISTENING B2 READING C2 WRITING C2
SPOKEN PRODUCTION C2 SPOKEN INTERACTION B2

Urdu

LISTENING C1 READING C1 WRITING C2
SPOKEN PRODUCTION C2 SPOKEN INTERACTION C2

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

DIGITAL SKILLS

Microsoft Powerpoint / LinkedIn / Outlook / Zoom / Google Docs / Google Drive / Microsoft Office /
Microsoft Excel / Facebook and LinkedIn Business / Microsoft Word / Social Media / Instagram Ad