



Sohail Ahmed

Residence permit: Pakistan | **Work permit:** Pakistani | **Date of birth:** 29/09/1981 |

Place of birth: ISLAMABAD, Pakistan | **Nationality:** Pakistani | **Gender:** Male | **Phone number:**

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ABOUT ME

Digital Media & Marketing Specialist with 15+ years of experience leading digital content, social media growth, and web projects across government, private, and education sectors. Proven expertise in SEO, paid campaigns, content strategy, and digital media management, with a track record of growing online presence and delivering high-impact communication strategies. Skilled in collaborating with senior stakeholders, managing large-scale campaigns, and training teams. Seeking opportunities abroad to bring innovation and results-driven digital transformation.

WORK EXPERIENCE

 **MINISTRY OF IT AND TELECOM, GOV. OF PAKISTAN** – ISLAMABAD, PAKISTAN

LEAD SOCIAL MEDIA – 01/07/2019 – 01/06/2025

- Lead digital media strategy for the Ministry, managing web and social media presence with significant audience growth.
- Developed and executed content distribution plans, including graphics, videos, and paid campaigns.
- Coordinated with ministers, senior officials, and press/media for communication strategies.
- Directed project management and event promotion, ensuring high visibility at national initiatives.
- Managed PR and digital campaigns, optimizing performance and engagement.

 **UNITEDSOL** – ISLAMABAD, PAKISTAN

DIGITAL MEDIA HEAD – 21/12/2011 – 31/05/2017

- Led a 6-year digital marketing transformation, including SEO, SMO, and paid ad campaigns.
- Ecommerce operations management, Produced content, user guides, and online tutorials to improve client engagement.
- Designed and developed WordPress & PrestaShop websites for e-commerce clients.
- Trained teams in digital marketing best practices and ensured high-quality project delivery.

 **MTBC** – RAWALPINDI, PAKISTAN

MEDICAL BILLING EXECUTIVE & COO COORDINATOR – 01/05/2008 – 31/01/2010

- Processed medical claims, followups and coordinated with insurance providers, and ensured billing accuracy.
- Assisted COO with project coordination and reporting.

 **BUSINESSADS** – ISLAMABAD, PAKISTAN

NETWORK ADMINISTRATOR – 01/09/2002 – 31/10/2005

Network Administration at Islamabad Airport

 **COLLEGE OF IT, SLS, SPRINGFIELD COLLEGE AND MERITORIOUS** – RAWALPINDI, PAKISTAN

ICT TEACHER AND NETWORK ADMINISTRATION – 01/01/2000 – 01/05/2002

At Multiple College/Institutes

CCNA, MCSE Trainer

Network administration of 200+ computers with Win NT, Win 2000, Routing, Switching and Advance security

Teaching of ICT to O/A level students, lower and higher education students

● EDUCATION AND TRAINING

01/06/2009 – 01/07/2011 Islamabad, Pakistan

MASTERS IN COMPUTER SCIENCE University of Arid Agriculture

Level in EQF EQF level 8

Rawalpindi, Pakistan

BACHELOR OF ARTS Punjab University

Level in EQF EQF level 7

2000 – 2003 Islamabad, Pakistan

MCSE, MCSA, MCDBA, CCNA, A+ Microsoft, Cisco

Level in EQF EQF level 8

● SKILLS

Social Media | ecommerce | SEO | Wordpress | Graphics Design | Video Editing | Social Media Ads |
Trainings | QA | Project Management | Medical Billing | Digital marketing

● HONOURS AND AWARDS

Programmer & Best Trainer – MTBC and Arid Agriculture University

100% Marks Obtained in C++ and Software Engineering Subjects in Final Exams of MSC (CS)
Managed all Ministry of IT social media tasks single handedly including graphics designing.
Best Trainer at MTBC