



Niamat ULLAH Badini

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ABOUT MYSELF

I am Niamat Ullah, a **BBA** student specializing in Marketing with a strong background in digital marketing, SEO (on-page, off-page, technical), social media management, Facebook ads, and Microsoft Office. Through internships at MjSEO and DIGIbizz Balochistan, I gained practical expertise in SEO strategies, content optimization, and link-building. I am certified in e-commerce by NAVTTC and in digital marketing by Coursera, equipping me with knowledge in SEM, audience targeting, and campaign management. I am dedicated to applying these skills to help businesses grow their online presence and achieve measurable results.

WORK EXPERIENCE

Intern

Digibizz [1 May 2023 – 1 Oct 2023]

City: Quetta | Country: Pakistan

I completed an internship at Digibizz in Quetta, where I focused on digital marketing. During this time, I gained an in-depth understanding of digital marketing concepts, including key strategies and tools essential for driving online visibility and engagement. This experience enhanced my knowledge and practical skills in the digital marketing field.

Intern

MjSEO [1 Jan 2024 – 2 Jun 2024]

City: Bahawalpur | Country: Pakistan

I completed an internship at MjSEO, where I gained an in-depth understanding of SEO. This experience allowed me to develop a strong foundation in search engine optimization techniques, including on-page and off-page strategies, keyword research, and technical SEO. I also became proficient in using industry-standard tools like SEMrush, which has equipped me with valuable skills to improve website visibility and performance.

EDUCATION AND TRAINING

BBA (Marketing)

Islamia University of Bahawalpur [1 Sep 2021 – Current]

City: Bahawalpur | Country: Pakistan | Website: <https://www.iub.edu.pk/> | Level in EQF: EQF level 6

E-Commerce

National Vocational & Technical Training Commission [1 Mar 2024 – 31 May 2024]

City: Bahawalpur | Country: Pakistan | Website: <https://navttc.gov.pk/> | Level in EQF: EQF level 5

Foundations of Digital Marketing and E-Commerce

Coursera/ Google [13 Mar 2024]

City: Bahawalpur | Country: Pakistan | Website: <https://www.coursera.org/account/accomplishments/verify/RHA79ELWC25F> | Level in EQF: EQF level 6

Attract and Engage Customers with Digital Marketing

Coursera/ Google [29 Oct 2024]

City: Bahawalpur | Country: Pakistan | Website: <https://www.coursera.org/account/accomplishments/verify/TNCI1GPQYU8G> | Level in EQF: EQF level 6

Introduction to Social Media Marketing

Coursera/ Google [23 Mar 2024]

Website: <https://www.coursera.org/> | Level in EQF: EQF level 6

From Likes to Leads: Interact with Customers Online

Coursera/ Google [15 Nov 2024]

City: Bahawalpur | Country: Pakistan | Website: <https://www.coursera.org/account/accomplishments/verify/ZPOAFEJSKCG5> | Level in EQF: EQF level 6

Email Marketing (Think Out of The Box)

Coursera/ Google [15 Nov 2024 – 26 Nov 2024]

City: Bahawalpur | Country: Pakistan | Website: <https://coursera.org/share/e07d78770c265dab313a8e7222a8a4a8> | Level in EQF: EQF level 6

LANGUAGE SKILLS

Mother tongue(s): Balochi | Barahavi

Other language(s):

Urdu

LISTENING C2 READING C2 WRITING C2

SPOKEN PRODUCTION C2 SPOKEN INTERACTION C2

English

LISTENING B2 READING C1 WRITING B1

SPOKEN PRODUCTION C1 SPOKEN INTERACTION B1

Arabic

LISTENING A1 READING A1 WRITING A1

SPOKEN PRODUCTION A1 SPOKEN INTERACTION A1

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

DIGITAL SKILLS

Microsoft Office (Word , Excel and Power Point) / Search Engine Optimization & Search Engine Marketing / Digital Skills: Digital Marketing / social media managment / ecommerce knowlegde / on-page SEO / Off-Page SEO / Technical SEO / Keyword reasearch / Facebook, Facebook ADS