



BUSINESS MAGICIAN

Hello, I'm Arbaz Kazi.

I thrive on turning ideas into profitable realities. As a **seasoned freelancer and multi-venture owner**, I'm the **all-rounder you need to launch and grow**. My superpower is seamlessly navigating the journey from concept to market, crafting **effective marketing strategies** that resonate, and consistently **increasing sales**. I leverage this experience to solve problems.

Experience

2015-CURRENT

Ninja Creativity

FOUNDER & CEO

Ninja Creativity // a full service design and marketing agency that believes in power of compact, effective branding while understanding that clear and compelling branding is crucial for any business's success and distinction in the market.

- *Managed multiple projects including one from Snapchat.*
- *All international brands and clients.*
- *Long term clients.*

2025-2025

Code Nexus

CO-FOUNDER & COO

Code Nexus // a dedicated software house which offers a full spectrum of IT services, including providing skilled developers for team augmentation, bringing ideas to life with app development, and offering strategic IT consulting to optimise your operations.

- *Directly in contact with the projects' clients and understanding their requirements.*
- *Managing a team of skilled coders and admin support.*

2015-2015

Nayatel

INTERNSHIP

Nayatel // Pakistan's leading telecom and solutions company. Nayatel's fiber to the home networks have transformed many cities of Pakistan into one of the most connected and optically wired cities in the world.

- Helped social media team with revamping social media and social media strategies to increase sales.
- Designed Marketing & Communication plan templates.
- Assisted the team in ongoing projects.

CONTACT

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EDUCATION

2022-2023

BA (Hons) Business Administration
University of Hertfordshire - TMUC

2018-2022

Business in Marketing (Pearson)
BTEC Level 5 Higher National Diploma

SKILLS

- Business Development
- Marketing
- Sales
- Project Management
- Problem Solving
- Self Motivation; Proactiveness
- Adaptability & Learning

CERTIFICATIONS

Foundation of Digital
Marketing & E-commerce
Google

Foundation of Project
Management
Google

Fundamentals of Marketing
Strategy
University of London

Grow Offline Sales
Google



Experience Continued

2014-2019

Manchester United Fans Pakistan (Facebook Group)

FOUNDER

Manchester United Fans Pakistan – Also known as MUFP is Manchester United Supporter Club based in Pakistan. Established in 2014, we have been getting successful in getting all the Manchester United Fans in Pakistan under this platform.

- Social Media Posts and Activities related to football team.
- Supervised the other admins of the page and gave them duties.
- Created campaigns, social media content and website.

Education

2022-2023

BA (HONS) – UNIVERSITY OF HERTFORDSHIRE

Flexible pathways make this course popular because you can focus on your interests. Technology, marketing, global business, critical thinking and ethics are all options for customising your degree.

2018-2022

BTEC LEVEL 5; BUSINESS IN MARKETING – PEARSON UK

The BTEC marketing offers a wide range of units/topics that cover the marketing industry. This course provides an understanding of how businesses implement different marketing strategies to gain their competitive advantage.

2014-2016

O-LEVELS – CIE (CAMBRIDGE INTERNATIONAL EDUCATION)

CIE O-Level, or Cambridge Ordinary Level, is an internationally recognised qualification offered by Cambridge Assessment International Education (CAIE), part of University of Cambridge.

TECHNICAL SKILLS

- Content Management System
- Web Hosting & Deployment
- Social Media Management
- CRM Software
- Communication & Collaboration
- Productivity Tools

LANGUAGES

English



Urdu



Sindhi



AWARDS & HONORS

14th August 2018

**SNAPCHAT PROJECT –
PRAISED BY PTV SOCIAL
MEDIA**

Worked for Snapchat on Pakistan’s Independence Day snap and filters which was praised by PTV social media.

HOBBIES

- Creative Writing
- Solving Puzzles
- Personal Finance Management
- Traveling
- Competitive Gaming
- Watching Sports
- Reading Non-Fiction Books
- Attending Online Classes
- Mentoring
- Personal Fitness Training