



Yamama Shoab

CEO of SoftoLogics | Website developer | SEO | Guest Posting Expert | Digital Marketing Specialist

📍 Pakistan

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Languages

English (Fluent)

Urdu (Native)

About

Hello! I am Yamama, the CEO of SoftoLogics (www.softologics.pro), a trailblazing tech company specializing in top-notch digital marketing services. With a keen focus on leveraging the power of the digital realm, I lead SoftoLogics in providing unparalleled marketing solutions. My passion lies in crafting data-driven strategies that elevate brand presence, enhance customer engagement, and drive measurable results. I take pride in my expertise in SEO, Guest posting, link building and all SEO services, social media management, content marketing, and advanced analytics. Together, we empower businesses to thrive in the competitive online landscape. Let's connect and explore how our digital marketing prowess can transform your brand's online journey."

Additionally, my proficiency in crafting beautiful websites has allowed me to manage several reputable companies successfully.

As a Copywriter, I possess a unique combination of creativity and analytical skills, which enables me to craft compelling content that not only captures the attention of the target audience but also drives engagement and sales. With a keen eye for detail, I am adept at conducting thorough research and analysis to understand the client's business and industry, allowing me to develop effective messaging that aligns with their brand voice and values.

BRANDS WORKED WITH

- Amazon Kindle Direct
- Apex Acquisition
- NewsBreak
- Appen
- Bahar Salt
- Softologics
- Upwork
- Freezone Internet

Experience



Digital Marketing

Amazon Kindle Direct | Feb 2023 - Mar 2023

As an accomplished author and illustrator, I am proud to have written and designed the ebook "The Magic of Friendship" for children ages 4 to 8. This engaging and inspiring storybook, which is available on Kindle Amazon, showcases my creative and artistic skills in both graphic design and writing. I carefully crafted the narrative and illustrated every page of the book, ensuring that the story comes to life for young readers. Through this project, I have demonstrated my ability to develop compelling content and produce visually appealing designs. Link to the book is https://www.amazon.com/dp/B0BXB-JX1QD?ref_=cm_sw_r_ud_dp_RP61EVTX2V79X40F6P9P

Growth

Apex Acquisition | Jan 2023 - Sep 2023

I'm a Growth Specialist at Apex Acquisition, a modern-day lead generation company that helps ambitious business owners scale their services without hiring a huge team.

I have over three years of experience creating and optimizing outbound campaigns that generate high-quality calls and conversions for our clients.

Some of the things I do are:

Understand the owner's ideal customer profile and create engaging and informative content that attracts them

Set up a bullet-proof outbound system that guarantees a set amount of meetings per month with their ideal customer

Analyze data and metrics to identify areas for improvement and implement strategic optimizations to maximize lead generation and conversion rates.

Work with a specific type of client: driven, intuitive, and eager to grow their business to new heights.

Please message me if you want to know more about anything I've mentioned!



- **Freelance Copywriter**

NewsBreak | Mar 2021 - May 2022

I worked with a US-based company www.newsbreak.com on Upwork as a content creator. I have created more than 200 posts and content for this company.



- **Freelance Graphic Designer**

Appen | Jan 2021 -

Working as a freelance graphic designer in Appen.

- **Website Project Manager**

Bahar Salt | Mar 2020 - Apr 2020

I recently designed, implemented and published a website for Bahar Salt. They're Himalayan minerals salt experts. My designed website is www.baharsalt.com.



- **Chief Executive Officer**

Softologics | Jan 2020 -

I'm the CEO and owner of SoftoLogics. My company provides website development, SMM, all forms of Content Creation.



- **Web Developer**

Softologics | Dec 2019 -

Designed, Developed and implemented SEO based website for Softologics. link is www.softologics.tech.



- **Professional Freelancer**

Upwork | Jun 2015 -

Working as a freelancer on Upwork as a content/Copy/blogs writer, Social Media Manager, website developer and graphic designer.

- **System Administrator**

Freezone Internet | Jan 2004 - Jan 2005

Education & Training

2002 - 2005

- **University of the Punjab**

Masters of computer science,