

# Arooj Naeem

## Graphic Designer

- 📍 Muzaffargarh, Pakistan
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  - 📁 Portfolio: Available on request
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## Professional Summary

Creative and motivated Graphic Designer experienced in social media content creation and online community engagement. Skilled in designing eye-catching posts for gaming communities, client communication, and online client hunting. Able to understand audience trends and create engaging visual content to increase reach and interaction.

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## Skills

- Social Media Post Design
  - Canva & Adobe Photoshop
  - Typography & Color Selection
  - Gaming Content Design
  - Facebook Group Promotion & Sharing Strategy
  - Client Hunting & Communication
  - Basic Branding Design
  - Image Editing & Layout Design
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## Work Experience

### Part-Time Graphic Designer | Freelance (Gaming Communities)

2023 – Present - Designed social media posts for gaming communities - Created engaging visuals to increase group interaction and reach - Promoted posts across multiple online groups - Communicated with potential clients and handled design requests - Built audience engagement through consistent content posting

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## Education

**BS Medical Lab Technology (BS MLT)** – Completed | CGPA: 3.37  
Currently Studying **MPhil Biotechnology** – 3rd Semester

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## Projects

**Gaming Community Social Media Content** - Designed regular promotional posts and updates - Helped improve engagement through attractive visuals

**Client-Based Post Designs** - Created customized posts according to client requirements

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## Languages

- Urdu – Native
  - English – Working Proficiency
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## Strengths

- Creative thinking
- Quick learner
- Responsible & deadline oriented
- Good communication with clients