Automation & Design Engineer

AW Abdul.

Abdul Wadood

Marketing Analytics | AI Workflow Automation | Creative Design

abdulwadood4@yahoo.com abdulwadood.pro linkedin.com/in/abdulwadood10

+966 50 058 2408 Jeddah, Saudi Arabia

Why Abdul Wadood?

Results-driven Automation & Design Engineer with 5+ years combining **marketing analytics**, AI workflow automation and creative design. Builds **Power BI** and **Looker Studio** dashboards that turn campaign, ads and sales data into **clear KPIs and actionable insights**, from partner campaign reporting for **Apple, Cisco, Google, Lenovo and Microsoft** at Zones LLC to Meta Ads and product performance tracking for FinTech clients. Architects end-to-end **workflow automations in n8n** and LLM integrations that scale lead generation and AI-powered content production for prop trading firms.

Partners closely with Sales and Campaign teams on **performance measurement**, market targeting and sales enablement, translating data into decisions. Holds an **MS in Innovation & Entrepreneurship** from NUST, blending analytical thinking, creativity and technical execution to deliver measurable business impact.

Work Experience

GrowYourPropFirm — Prop Trading / FinTech — **Nov 2025 – Present**

Automation & Design Engineer — Hong Kong SAR (Remote)

- Built an in-house **AI Design Studio** for branded, multilingual social content generation, with client brand libraries, content memory and Figma handoff.
- Built **marketing performance dashboards in Looker Studio** for different clients, tracking Meta Ads spend, **ROAS, CPM, CTR, CPA** and funnel conversion, plus a **12-KPI product dashboard** that turns results into insights for management.
- Developed **AI-powered SEO content pipelines for four websites**, automating research, writing, compliance, E-E-A-T checks, linking and publishing, reducing production time by **90%**.
- Created AI workflows for **news publishing, YouTube performance research, growth audits, weekly affiliate data reporting and social media automation**.
- Developed **WordPress challenge comparison tools** for SafePropFirms that let traders compare prop firm challenges side by side.
- Automated **lead capture, CRM logging and personalised WhatsApp follow-ups**, alongside a Slack sprint-tracking bot.
- Delivered **landing pages, social creatives, event graphics, email templates** and marketing assets across multiple brands.

Zones, LLC — IT Corporate Reseller (USA) — **May 2023 – Nov 2025**

Production Designer (Marketing) — Islamabad, Pakistan

- Designed and executed partner marketing campaigns for **Apple, Cisco, Google, Lenovo and Microsoft**, covering digital signage, infographics, display ads, social posts, eBooks, emails and landing pages.
- Built **Power BI dashboards** to measure campaign effectiveness across partner programs, giving Sales and Campaign teams **data-driven insights** for market targeting and sales enablement.
- Implemented **HubSpot CRM workflows** to nurture leads and track campaign performance across multiple partner programs.
- Recognised with **6x Five Star Service Awards** and won **1st Place** in the company-wide "Create to Elevate: Powered by Dell" design contest.

SHUHRAT Pvt. Ltd — Creative Agency — **Oct 2021 – May 2023**

Creative Team Lead — Islamabad, Pakistan (Remote)

- Managed a creative team of designers and editors delivering marketing and brand materials tailored to customer behaviour and market trends.
- Collaborated directly with clients to analyse business needs and deliver visuals supporting marketing objectives and sales outcomes.
- Developed and executed **social media campaigns** aligned with startup goals, target audience research and industry trends.
- Led **monthly social media analytics reporting**, extracting and analysing campaign data to track KPIs, spot trends and shape strategic recommendations.

Work Experience continued

Freelance (Fiverr) — Graphic Design & Video Editing
Jan 2018 – 2023

Graphic Designer & Video Editor — Remote

- **Level 2 Seller** on Fiverr with a **4.9 rating**, serving **100+ satisfied clients** worldwide.
- Delivered graphic design and video editing across branding, social media, packaging and marketing collateral.

Key Skills

Data & Analytics	Power BI (dashboards, data visualisation, KPI reporting), Looker Studio, Google Analytics, Meta Ads Analytics, Marketing Analytics, SQL, Excel
AI Automation	n8n, OpenAI (GPT-5, GPT-4.1-mini), Claude, Apify, Puppeteer Scrapers, Power Automate
Power Platform	Copilot Studio (custom AI agents, topics, generative answers, AI actions, multi-agent orchestration), Power Automate (cloud & desktop flows), Power Apps (canvas & model-driven), Power Pages, AI Builder
Design & Creative	Photoshop, Illustrator, Figma, Canva, Creatopy, Framer, UI/UX, Brand & Packaging Design
CRM & Platforms	HubSpot CRM, WordPress, SharePoint, Wrike, Microsoft 365, Google Workspace
Integrations	Slack, WhatsApp (Evolution API), Google Sheets & Docs APIs, Webhooks
Soft Skills	Creative Problem Solving, Team Leadership, Stakeholder Collaboration, Attention to Detail, Adaptability, Market Research
Marketing	Social Media Strategy, SEO, Content Marketing, Campaign Management

Education

MS Innovation & Entrepreneurship
NUST Business School, Islamabad · 2024

BBA, Business Administration
Institute of Management Sciences, Peshawar · 2021

Certifications

- GenAI for Proposal Generation (EAB, Forage)
- GenAI Powered Data Analytics (Tata, Forage)
- Data Visualisation (Tata, Forage)
- SQL for Querying Databases (Coursera)
- Introduction to CRM with HubSpot (Coursera)
- Introduction to SEO (Coursera)

Languages

English · Proficient | Urdu · Native | French · Basic

Selected Projects

Trading Risk & Performance Dashboard (Power BI)
Built a proprietary trading desk's full performance and risk dashboard from scratch: a 4-page report tracking a 3-year, $290M, 8-strategy book with Sharpe, Sortino, drawdown, VaR and full P&L attribution down to the individual trader.

Power BI Weather Forecast Dashboard
Interactive Power BI Desktop dashboard showing real-time and forecast weather conditions across cities in Pakistan.

Meta Ads Performance Report
Looker Studio report tracking spend, ROAS, CPM, CTR, CPA, funnel and results by country for a FinTech client.

AI Content Publishing Engine
n8n pipeline that takes a spreadsheet topic to a researched, SEO-optimised, illustrated WordPress article automatically.

Tools behind the work

Power BI | Looker Studio | Google Analytics | SQL | Excel | n8n | OpenAI | Claude | Apify | Power Automate | Copilot Studio | HubSpot | Slack | Adobe Creative Cloud | Figma | Framer | WordPress | Google Workspace

Let's build something together

Got an idea worth automating, data worth exploring, or a campaign worth creating? Let's turn it into something impactful.

abdulwadood.pro
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