SAADIFY

(+92) 301-8567841 hello@saadify.online
github.com/ScriptingWithSaad https://www.linkedin.com/in/saadify-digital-by-saad/
https://saadify.online/

SUMMARY

Founder of SAADIFY, a full-service digital agency specializing in high-performance marketing and premium web development. I combine data-driven marketing strategies (Meta/Google Ads, Lead Generation) with cutting-edge web technologies (MERN Stack, GSAP, 3D Animations) to build digital ecosystems that drive brand growth, automate workflows, and maximize ROI for businesses.

EDUCATION

Bachelor of Science in Computer Science (BSCS) **UCP-Lahore**
University of Central Punjab. **CGPA:3.4**

- Currently pursuing fundamental CS classes and honing full-stack development abilities.

Associate Degree Program (ADP) **UCP-Lahore**
University of Central Punjab. **CGPA:3.68**

- Completed foundational studies in programming, databases & software development.

SKILLS

- **Meta Ads (Facebook & Instagram Ads)**
- **Google Ads**
- **Lead Generation**
- **Email Marketing**
- **Campaign Management**
- **MERN Stack**
- **Web Development**
- **Audience Targeting**
- **Conversion Optimization**
- **A/B Testing**
- **Social Media Marketing**
- **Performance Marketing**
- **SEO & Keyword Research**
- **Google Analytics**
- **Digital Marketing Strategy**
- **Social Media Management & Content Planning**

PROJECTS

SAADIFY - Digital Agency Platform (React, GSAP, Node.js)

- Built a premium agency website with 3D UI and kinetic typography.
- Integrated custom pricing widgets and smooth scrolling for lead generation.

Business Automation Infrastructure (n8n, Python, APIs)

- Configured self-hosted VPS workflows for automated social media scheduling.
- Automated daily content publishing and client outreach via custom APIs.

Performance Marketing Campaigns (Meta Ads, Google Ads)

- Executed targeted Meta and Google Ads to drive high-quality leads.
- Optimized landing pages and lead forms to lower acquisition costs.

Custom Web Applications (MERN Stack, WebRTC)

- Built real-time video conferencing and collaborative web platforms.
- Developed scalable property management systems with secure authentication.

CERTIFICATIONS

- Digital Marketing — (IDM Pakistan)
- Digital Marketing — (Promotezz International)
- FRONT-END WEB Development, Three.js, GSAP & Locomotive Scroll — (Sheryians Coding School)
- BACK-END WEB Development — (Sheryians Coding School)
- Introduction to Front-End & Introduction to Back-End — (Meta)
- React, Node.js, Express & MongoDB – The MERN Full Stack Guide — (Apna College)