



*I build brand that work  
not just look good*

## EDUCATION & CERTIFICATIONS

2025 | Microsoft

### Microsoft Certified: AI Engineer Associate



Building AI solutions using AI services, covering model deployment, prompt-based solutions, and integrating AI into real-world applications.

2022 – 2024 | Meta Blueprint

### Meta Certified Professional



4 certifications: Digital Marketing Associate, Marketing Science Professional, Media Planning Professional, and Media Buying Professional.

2022 | Google via Coursera

### Google Certificate



Training on digital marketing fundamentals, e-commerce strategies, customer acquisition, and analytics directly from Google.

2020 – 2021 | Digital Marketing Institute

### Professional Diploma in Digital Marketing



Industry-recognized diploma covering strategy, SEO, PPC, social media, email marketing, and analytics.

2018 – 2019 | DigitalMarketer.com

### Digital Marketing Mastery Certifications



Completed: Digital Marketing, Social Media, Content Marketing, Ecommerce Marketing, Paid Traffic, Optimization & Testing, Search Marketing.

FROM SHERIDAN, WY

# HI, THIS IS MUSTAFA

## Marketing Strategist & Brand Builder

Marketing strategist and brand builder with **9+ years of experience** across **300+ projects** and **85+ brands** in **6 countries**. I operate on a strategy-first model where I handle positioning, creative direction, and growth planning, then bring in specialists for execution when needed. My work spans branding, websites, digital marketing, and AI-powered automation, always focused on building systems that deliver measurable results without the overhead of a traditional agency.

## EXPERIENCE



### Co-Founder & Marketing Strategist

2025 – PRESENT

Zap Media LLC, Wyoming, USA

Evolved into a strategy-first model. I lead positioning, offers, and growth plans then direct execution through specialists and Zap Media when needed. I also build AI-assisted workflows to speed up research, reporting, and delivery without compromising quality.

**Key work:** Strategic marketing roadmaps • PPC planning & optimization • Funnel/landing strategy • Performance creative direction • AI & automation workflows • Advisory support for in-house teams



### Co-Founder & Creative Director

2019 – 2024

Zap Media Pvt. Ltd., Pakistan

Founded Zap Media and led brand, design, and marketing delivery across multiple industries. I handled strategy, creative direction, and execution while building systems, managing delivery standards, and collaborating with designers, developers, and marketers when projects scaled.

**Key work:** Brand systems • Social media marketing • Webflow websites • Campaign creative • Client management • Team coordination & QA



### Freelance Designer & Marketer

2016 – 2019

Self Employed

I started as a solo operator designing logos and brand identities, building websites, and learning marketing by doing real client work. This period built my core craft and taught me how to deliver results with limited resources.

**Key work:** Branding & identity • Social media content • Client communication • Early web builds • Basic ads & growth experiments

## CONTACT