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Summary

As a digital marketing professional with over 5 years of experience, I am an expert in developing and executing effective marketing campaigns to drive brand awareness and increase customer engagement. I have a deep understanding of the latest digital marketing trends and technologies, and I use this knowledge to create strategies that deliver results.

With a proven track record of success, I have a passion for leveraging data and insights to inform marketing decisions and maximize ROI. I am skilled in multiple digital marketing channels, including email marketing, social media marketing, search engine optimization (SEO), and pay-per-click advertising (PPC).

My strong analytical and problem-solving skills, combined with my ability to think creatively and outside the box, have enabled me to deliver innovative and impactful campaigns for a range of clients in various industries. Whether it's developing a social media strategy to boost engagement, or launching a targeted email campaign to drive conversions, I have a knack for creating marketing campaigns that get results.

I am a team player who thrives in fast-paced and dynamic environments, and I am committed to delivering exceptional work that exceeds client expectations. If you're looking for a results-driven digital marketer with a passion for innovation and a track record of success, look no further.

Experience

Digital Marketing Strategist

Techtrix System

Aug 2023 - Present (8 months)

Techtrix System has 2 core brands where I am working with:

For Techtri System:

SEO - On/Off Page/Technical/ Guest Postings

PPC - Google/Bing Ads

Social Media Marketing- SMM

Email Marketing

Influencer Marketing With Collaboration

For Techtrix Store:

SEO (On/Off page, Technical SEO)

Google Ads

Social Media Marketing

Influencer Marketing With Collaboration

Business Operations Handlings

Business Development Operations Specialist

Techtrix Store

Aug 2023 - Present (8 months)

Working As:

SEO (On/Off- Page, Technical & Guest Posting)

Google Ads

Social media Marketing/Optimization- SMM & SMO

eMail Marketing

Influencer Marketing Collaboration

PPC Manager

Hul Hub

Nov 2021 - Jul 2023 (1 year 9 months)

PPC Manager and managing team

Senior PPC Executive

Hul Hub

Jun 2021 - Oct 2021 (5 months)

PPC Management With Huge Budgets

Job Description:

Planning & Execution of USA With Other International Campaigns through Search Engine Marketing (Bing, Yahoo, Google)

Hul Hub is the subsidiary of SBT JAPAN

Performance Marketing Manager

Dec 2018 - May 2021 (2 years 6 months)

I was looking SEO & Social Media Marketing including PPC

Digital Marketing Executive

May 2019 - Apr 2021 (2 years)

I was serving At Shahzeb Saeed Menswear With These Functional Roles:

SEO,

PPC

Email Marketing

Education



University of Sindh

Bachelor of Science - BS, Biochemistry

2013 - 2018

Have Completed and Attested of Higher Education Commission

University Of Sindh, Jamshoro

Bachelor's degree, Physical Sciences

2011 - 2014

HAVE ATTESTED DEGREE FROM HIGHER EDUCATION COMMISSION & MINISTRY OF FOREIGN AFFAIRS

F.G College, Hyd-Cantt

HSSC/Intermediate , Pre-Medicine/Pre-Medical Studies

2009 - 2011

Companion Grammer High School

SSC/Matriculation , Science

1996 - 2009

eLearning College

Certified in Human Resource Management, Human Resources Management

Dec 2021 - Present

elearning college

Project Management

Nov 2021 - Present

Have Completed Successfully

Google Analytics Academy

Certification, Advance Google Analytics

2020 - Present

Have Qualified Successfully From Analytics Academy

IGNITE

Certification, SEO

2020 - Present

Advance SEO

Licenses & Certifications



Advance Technical SEO Certified - Semrush

34a9c4158ceaa32



SEMrush Site Audit - Semrush

c5268b0cb61df8f



Rank Tracking Expert - Semrush

e6036b220ab69e6



Search Engine Optimization - IgniteTech

WUUQPTNPQ



Link Building Certification - Semrush



Social Media Marketing - Semrush

f8ecc0b68f289f2



Advanced Competitive Research Practices with SEMrush Exam - Semrush

a03c6094ec5884f



Certified inRole of Content - Semrush

466b1411faf90e8



Keyword Research Exam - Semrush

#3de497ca0c220f7



Competitor Analysis with SEMrush Exam - Semrush

#cf7d813ee32567a



PPC Certifications - Semrush

#165e36c1c073876



Mobile SEO Course - Semrush

3e64795cc033185



Local SEO Certified - Semrush

#771e9c6e509aa50



Content Marketing and SEO Fundamentals - Semrush

#c2ca0159d4ada3c



On-Page and Technical SEO Certification - Semrush

81126cdab73fa2c



Inbound Marketing Certifications - HubSpot Academy

7dd65fb039dc4ba98f4088309d72c165


 **Email Marketing Certified** - HubSpot Academy
2888eb2b63f44289b61100a31cc184a6

 **Advance Social Media Marketing Certified** - HubSpot Academy
51344c242ca943a0bbc29294c1ccb4c0

 **Facebook Ads Performance Analyst** - Meta


 **Advance Digital Advertising** - HubSpot Academy
932a11ee890c458fbb5a4a54d88d6d0c

 **Content Marketing Fundamentals** - Semrush
#11c26af84144748

 **PPC Automation** - Semrush
#eeadc86b1b4481b

 **Competitive Analysis and Keyword Research** - Semrush
#f7eaa0827127f6b


 **On-Page and Technical SEO** - Semrush
5d236b9b2426b7a

 **Mobile SEO Certified** - Semrush
762bf06087365af

 **Backlink Management Exam** - Semrush
#4a817e5d42aa7ff

 **SEO Fundamentals** - Semrush
563525205bb922d


 **PPC Certified** - Semrush
#039ab06f95b65da

 **Advance SEO Certified** - HubSpot Academy
325f226971974caf8113f04b7d8b93d0

 **Digital Marketing Certified** - HubSpot Academy

Issued Jan 2024 - Expires Jan 2025
112102545bac4044af1f26f1f73f5dca

Advance Google Analytics

 **Google Tag Manager Certified** - Google Digital Academy (Skillshop)


 **Inbound Sales Certified** - HubSpot Academy
98b3c334ef1549eb90c2659ca6276852

 **Google Shopping Ads Certification** - Google
84812409

 **Google Display Ads Certification** - Google
84882858


 **Google Search Ads Certification** - Google
47184820

 **Google Video Ads Certified** - Google
85132540

 **Frictionless Sales Certified** - HubSpot Academy
f35af8ef78b640c1ae833f10df2ca580

 **Google Ads App Certified** - Google
86882081

 **Digital Marketing for SMBs Certification** - Semrush
#12aecd88a3af292


 **Sales Enablement Certified** - HubSpot Academy
52f158d905524cc6b5a020a4ab862f36

 **Project Management Professional (PMP)** - ELC eLearning College
LC161955


 **Associate Professional in Human Resources (aPHR)** - ELC eLearning College
LC162305

 **Sales Management** - HubSpot Academy


 **Inbound Certification** - HubSpot Academy


 **Content Marketing** - HubSpot Academy
d46628cd2eda4b60b3d49e5e85dd6e17

 **App Store Optimization** - MobileAction

 **Apple Search Ads** - SearchAds.com - Apple Search Ads Automation & Insight Platform

 **Email Marketing Certified** - HubSpot Academy
607d9e13e4ab4bdb827bf9bace216248

 **SEO Certified** - HubSpot Academy
57d0e98782244c3b9991135b92d140db

 **Apple Search Ads** - Apple
uAnXUeR9gs/Saud-Ahmed

 **Amazon Advertisement Certification** - Amazon
2866780

 **Search Ads 360 Certification Exam** - Google
Issued May 2023 - Expires May 2024
151810561

Skills

Customer Service Management • Digital Direct Marketing • Bing Ads • Facebook Ads • Facebook Ads Manager • Instagram Advertising • Search Ads 360 • Pay Per Click (PPC) • PPC Bid Management • amazon ppc