



MUHAMMAD ZAIN

Digital Marketer

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SUMMARY

I specialize in helping businesses increase their online visibility and traffic through multiple digital marketing channels. I use a variety of plans and strategies to help businesses reach their marketing goals. With my help, businesses can build a strong online presence and maximize their return on investment (ROI).

EXPERIENCE

With digital marketing, I have two years of hands-on experience, both on-site & remotely.

■ Oct 2022 - PRESENT [Onsite]

Hello World Technologies

Digital Marketer

- Complete daily tasks under team lead supervision efficiently.
- Execute campaigns for clients, maintaining high standards of quality and performance.
- Manage company's social media presence, ensuring consistent updates.
- Maintain engagement and quality in all social media content for company initiatives and products.

■ Jan 2023 - Dec 2023 [Remote]

Business Development Executive

Rapid Hype

- Utilize Upwork & Fiverr platforms to identify and secure new business opportunities.
- Built and maintained strong relationships with clients on Upwork and Fiverr.
- Developed and implemented targeted email marketing strategies for clients, focusing on lead generation.
- Writing compelling proposals and pitches customized to client's needs.

■ Dec 2022 - Present [Hybrid]

ICR IT Centre

Digital Marketing Manager

- Develop and execute comprehensive marketing strategies and campaigns that align with the company's goals and objectives.
- Lead, mentor, and manage a high-performing marketing team, fostering a collaborative and results-driven work environment.
- Create and manage the marketing budget, ensuring efficient allocation of resources and optimizing ROI.
- Oversee market research to identify emerging trends, customer needs, and competitor strategies.

EDUCATION

Virtual University
Bachelors of Business Administration

Nicass Group of Colleges
FSC [Pre Medical]

SKILLS

- Social Media Marketing
- Email Marketing
- Search Engine Marketing
- Business Development
- Paid advertising
- Leads Generation
- Copywriting

CERTIFICATIONS

Google Digital Garage

Fundamentals of Digital Marketing

LinkedIn

Masters Digital Marketing

Coursera

Google Ads

Simplilearn

Digital Marketing Strategy

PROJECTS

■ Oct 2023 - Dec 2023

SPITE South Punjab IT Expo

Social Media Manager

- Led social media campaigns for South Punjab IT Expo at SPITE, focusing on awareness and attendance.
- Ran multiple targeted campaigns to reach a wider audience and generate leads.
- Engaged with the audience through various activities to maintain interest and excitement.
- Contributed to creating buzz and anticipation for the Expo through innovative social media strategies.

■ Jun 2023 - Aug 2023 [Remote]

Patakero

Digital Marketing Manager

- Developed and executed marketing plans for Patakero, a financial marketplace.
- Managed social media platforms, creating engaging content for finance awareness.
- Implemented lead magnet strategies to grow email lists effectively.
- Enhanced brand visibility and engagement through innovative digital marketing initiatives.

LANGUAGES

- English
- Urdu