

Hammad Afzal

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PROFESSIONAL QUALIFICATIONS AND EDUCATION

B.Sc Mechanical Engineering
Heriot-Watt University, Dubai

Sep 2013 – Jul 2017

Digital Marketing Certification
IDMPakistan, Karachi

Aug 2019

WORK EXPERIENCE

Growth Marketing Manager

Feb 2022 – Present

Softception

- Proven track record of driving growth through a variety of channels, including SEO, social media, and content marketing
- Developed and executed digital marketing strategy that increased website traffic by 20%
- Generated 30% increase in leads
- Worked on Products as well as projects

Senior SEO Expert

Sept 2020 – Feb 2022

TechNerds Inc

- Marketing Campaigns for TechNerds and HomeKeyInn
- On-Page and Off-Page SEO strategy implementation with 11% increase in traffic
- Increased DR from 19 to 32 in four months
- Outreach and PR Efforts to North American Publishers

Digital Marketing Executive

Dec 2019 – Sept 2020

Hashe Computer Solutions

- Marketing Campaigns for Hashe, Tarkhan. pk and Iron Horse Dressage
- On-Page and Off-Page SEO strategy implementation with 11% increase in traffic
- Helped Vendors with any tech-related issues so that orders don't get late
- Maintaining the log and update records of inventory on salesforce.

Business Development Associate

September 2018 – Aug 2019

Contour Software

- Worked in the Mergers and Acquisitions Department of Perseus
 - 60 Emails daily to C-Level Executives to establish contact or touch base
 - Data Mining and Data Management of companies in Salesforce CRM.
 - I am maintaining the excel sheet with proper and accurate data entry.
 - Work with the Onshore team to organize business and data needs.
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CERTIFICATION & INTERESTS

- Professional Certification Includes Google marketing and Analytics, Project Management Certificate from Scrum Fundamentals. Salesforce Trailhead from Salesforce
 - Certification includes Hubspot Email Marketing and Inbound Marketing.
 - Responsive Web design from Freecodecamp
 - Hootsuite Social Media Marketing
 - Google Search Advertising, SEMrush SEO, PPC Campaigns
 - Interests: Table Tennis, Cycling, Theatre, Reading, Online Games
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CORE SKILLS

- Exceptional communication skills Tech Savvy Creativity and imagination Problem-Solving Research skills Design Thinking Social Media Posting.

IT SKILLS

- Microsoft Office, HTML5, CSS3, MySQL, Excel, Video Editing, Adobe Photoshop