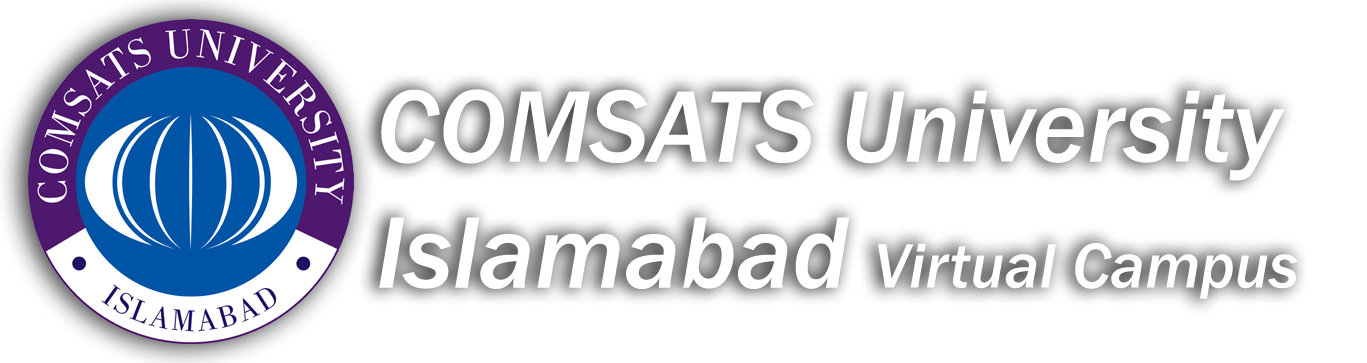
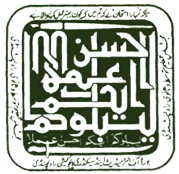
|  |  |  |
| --- | --- | --- |
|  | **MUHAMMAD RIZWAN**  Mobile: 0334-8202515~ Email id: [mr78181@gmail.com](mailto:mr78181@gmail.com)  Website: <https://www.linkedin.com/in/muhammadrizwanawan/> | *E:\MY STUDY\Muhammad Rizwan Documents\CNIC\Passport Size Images\image4.jpeg* |

**A Motivated post-graduate Business Administration student seeks high-profile IT career opportunities, leveraging marketing experience, and emphasizing loyalty and skill enhancement for long-term success.**

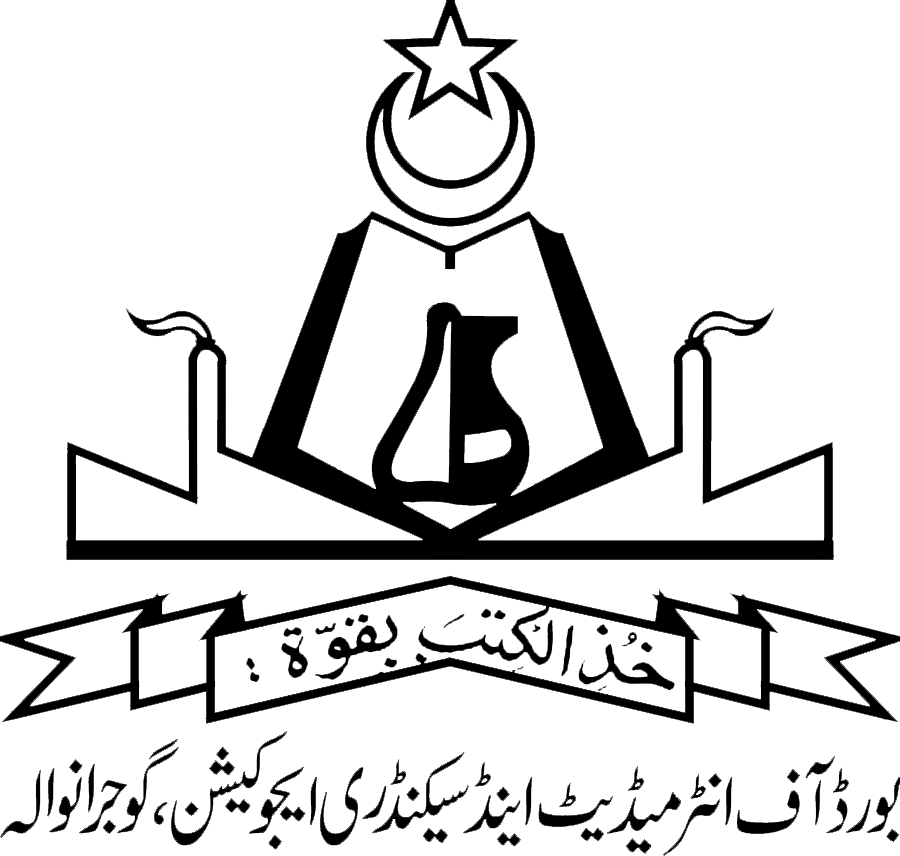
**ACADEMIC BACKGROUND\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**EMBA (Executive) Specialization in (Marketing (CGPA 3.15) Finance (CGPA 2.93) HRM (CGPA 3.11) MIS (CGPA 2.50))** from COMSATS Institute of Information & Technology, Islamabad 2015- 2017**(2.93/4.00) 75.51%**

**BA in Mass Communication** from Virtual University of Pakistan, Lahore 2013-2015**(2.96/4.00) 74%**

**Intermediate |F.sc Pre Engineering |** 2009-2011  **66% (724/1100)**

**Matric |Sciences |2009 79% (820/1050)**



**EMPLOYMENT HISTORY\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Pure logics Pvt Ltd**

**Senior Marketing Executive **

**November 2023- To Date**

* Hand on Experience on Running text-based campaigns from Salesforce.
* Knows how to deliver the campaigns in the inbox using Salesforce.
* Generate leads and build relationships by nurturing warm prospects and finding new potential sales outlets.
* Take ownership in planning and managing multiple-segmented email marketing campaigns.
* Use personalization to improve email performance.
* You will seek to continuously improve through data analysis and the reporting of your campaign performance.
* You will create truly engaging and inspiring content for tech shops.
* Strong Skills in Email Deliverability and in Spamming Issue (DKIM, SPF, DMARC, MX)
* Devise and execute A/B tests, manage the testing calendar, record results, and advise on improvements. Testing includes subject lines, message content, CTAs, customer cohorts, segments, send time, and new features intended to drive performance lift.
* Monitoring deep analytics and performing actions based on them.
* Managing deliverability, inbox rate and reputation of domains and IP’s.
* Build effective target audiences and segments for every message to drive engagement and revenue performance against KPI goals.
* Constantly look for new ways to improve overall programs through new technology, tools, partners, trends, and best practices

**Kualitatem Pvt Ltd**

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**Lead Generation & Email Marketing Executive**

**August 2023- October 2023**

* Experienced in most popular email marketing tools such as Salesforce, HubSpot, Snov.io, Mail Merge, etc.
* Verifying and extracting data from different sources e.g., Seamless.ai, Skrapp.io, Snov.io, etc.
* Proficient in using LinkedIn Sales Navigator, AngelList, CrunchBase, and other Lead Generation Platforms
* Use data scraping and data mining techniques to extract contact information and other relevant details from websites, social media platforms, and other online sources.
* Collaborate with the Marketing and Sales teams to develop effective lead-generation strategies and campaigns
* Create and optimize LinkedIn profiles to increase visibility and engagement with potential leads
* Provide regular reports and updates on lead generation activities, including progress and success rates
* Stay updated with emerging data scraping tools, techniques, and best practices
* Effectively develops and uses a systematic approach to analyze, output, and address problems early

**Arkhitech Pvt Ltd**

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**Lead Generation Specialist**

**July 2022- Oct 2022**

* Conduct thorough market research to identify the target audience and potential customer segments.
* Utilize a variety of lead generation techniques, including but not limited to cold calling, email marketing, social media outreach, and networking events.
* Create and implement lead generation campaigns and strategies to reach and exceed lead generation targets.
* Utilize CRM software to track lead interactions and progress through the sales funnel.

**Punjab Information Technology Board, Lahore**



**(Project Coordinator/Officer), IT Operation Department**

**June 2021- December 2022**

* Identifying the programme requirements, research and plan the program model with the program offer.
* Communicates and negotiates with client department and places orders for program requirements.
* Documentation of the program and activities related to program.
* Prepares report on the client's feedback and presents to the program manager.

**EBRYX PVT LTD**

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**July 2017–June2021**

**Marketing Executive/Lead Generation Specialist**

* Collaborate with the marketing team to develop and implement effective marketing campaigns across various digital, social media, email, and print channels.
* Support the planning and execution of team-building activities and company-wide events to strengthen employee relationships and promote a positive work culture.
* Develop and execute employee engagement initiatives and programs to enhance employee satisfaction, motivation, and overall well-being.
* Create compelling and engaging content for marketing collateral, websites, social media, and other communication channels.
* Assist in the coordination of events, trade shows, and promotional activities to enhance brand visibility & positioning.
* Collaborate with cross-functional teams to ensure consistent messaging and branding across all marketing channels.
* Support the planning and execution of team-building activities and company-wide events to strengthen employee relationships and promote a positive work culture.
* Stay updated on industry trends and best practices, and propose innovative ideas to keep our marketing efforts ahead of the curve.
* Conduct thorough market research to identify the target audience and potential customer segments.
* Utilize a variety of lead generation techniques, including but not limited to cold calling, email marketing, social media outreach, and networking events.
* Create and implement lead generation campaigns and strategies to reach and exceed lead generation targets.
* Utilize CRM software to track lead interactions and progress through the sales funnel.

**PERSONAL DETAILS\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Date of Birth**:02nd Dec, 1994 | **Languages Known**: Urdu, English, Punjabi.

**Address**: House No #08, Sector A, Phase 9 Town, DHA Lahore, Pakistan