

Usman Majeed

Digital Marketer | Social Media Marketer



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Faisalabad, Punjab

Professional Profile

A motivated and creative Junior Social Media Marketer eager to build a successful career in digital marketing. Enthusiastic about developing and implementing social media strategies to increase brand awareness, engagement, and conversions. Gaining skills in content creation, community management, and data analysis, with a growing understanding of various social media platforms and their best practices.

Core Skills

Campaign management

Email marketing

Social media marketing

Brand awareness

Google analytics

Performance analysis

Increasing traffic

Content marketing

Media advertising

PPC advertising

Education

- Bachelor in business administration (BBA) GCUF 2020-2024
- Intermediate BISE Faisalabad 2017-2019
- Matriculation BISE Faisalabad 2015-2017

Certifications

- | | | |
|---------------------|--------------|---------------|
| • Digital Marketing | Udemy.com | Pakistan 2024 |
| • Digital Marketing | Digiskill.pk | Pakistan 2022 |

Key Responsibilities

- Content Creation and Management
- Social Media Management
- Data Analysis and Reporting
- Website Optimization and User Experience
- Email Marketing
- Market Research and Competitive Analysis
- Collaboration and Communication
- Continuous Learning and Improvement

Key Achievements

- Doubled Website Traffic in Six Months
- Increased Social Media Engagement by 200%
- Achieved 30% Increase in Conversion Rates
- Decreased CPA by 40% in PPC Campaigns
- Doubled Email Open Rates and CTR Boosted
- Brand Awareness by 50%

Additional

Hobbies & Interests

- Sports Team
- Running
- Football
- Fitness

Software Proficiency

- Microsoft Office
- Google Mail
- Skype
- Word
- PowerPoint

Languages

- English
- Urdu
- Punjabi