

# Muhammad Saad

## Personal Profile

A Performance Marketing Specialist with nearly 7+ years of experience with WordPress development. Skilled in Analytics, Technical Automations, CRM Management, and Project management. Having a background in design, development, analytics, and marketing strategy the goal is to be at the intersection of product management, UI/UX and analytics.

## Get in Contact

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## Technical Skills

Google Services

CRM Management

Google Analytics

SEO

HTML

Google Tag Manager

CSS

Javascript

Cold Outreach

WordPress

## Other Skills

- Problem Solver
- Time Management
- Leadership

## Work Experience

### Performance Marketing Specialist

RepStack

2021 - Present

- **Project Management** (SEO, Web Dev, Cold out reach & Automations)
  - Developed and **initiated projects**, managed costs, maintained and monitored performance.
  - **Outlined work plans**, determined resources, wrote timelines and generated initial budgets as part of project scope determination
  - Proposed and implemented system **enhancements** to improve performance and reliability of performing platforms
  - Developed **project management roadmap** to define project objectives, timelines and milestones.
  - **Zapier Automations** to connect different platforms and provide better analytics to the internal and external stakeholders
- **CRM Management** (Go High-level)
  - Providing **Technical Support** to the Customer Success Management Team and all the customer-facing roles.
  - Zapier Automations to connect different platforms and their data with the workflows, campaigns, funnels and pipelines of the **CRM** (Go High-level).
- **Performance Analysis:**
  - Conducted research and investigations into ON-Page & Off Page **SEO Projects** to improve the organic and inorganic traffic.
  - Gathered, documented and modeled data for **detailed quarterly Reports** based on different platforms
  - Customized **Google Analytics** and **Google Tag manager** according to the agency wide **project needs**.
- **WordPress Customizations:**
  - Provided timely resolution to reported website problems by integrating new solutions into existing platforms.
  - Designed and implemented multiple Custom Post Archives from initial concept, site architecture and wire frames to finished deliverable.
  - Maintaining the website responsiveness, page speed & security.
- **SEO Analysis:**
  - **SEO Team management** to write blogs and retain keyword performance
  - Tracked and analyzed analytics to improve **SEO Strategy**
  - **Strategically Collaborated** with SEO team to investigate critical SEO-related issues and provide impactful **solutions**.
- **Cold Outreach Campaigns**
  - To **plan, execute and Manage** the cold outreach Campaigns
  - To **lead the Content team** on cold outreach content as per the strategy
  - A/B Testing multiple cold outreach sequences

## Certifications

- Introduction to HTML5
  - Frameworks and Tools: Bootstrap 4
  - Introduction to SEO
  - Interactivity with JavaScript
  - Getting Started with Python
  - Google Analytics 4
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## Interests

- Motorcycles
- Singing / Writing
- Fitness

### Operations Lead / WordPress

RF Studio

2018 - 2021

- Leveraged a strong understanding of **WordPress** core to manipulate **advanced custom fields** with theme and plugin components customizations.
- Installed required plugins and managed to do **optimizations** to fit final design and functionality requirements with minimum load time.
- Collaborated with **design** and project developers to understand project scope and offer elegant, creative, and scalable solutions.
- Developed websites with **SEO** strategies to growth-hack the brand-identity with effective marketing efforts.

### Front-End Developer

Work Vibez- RF Studio

2018 – 2019

Developed customer and management facing front end for relying heavily on data-driven back-end processing of field staff-based web app, streamlining the administration panel & converting mockups into usable web presence with **HTML**, **Bootstrap**, **JavaScript**, **AJAX** & **JSON**.

- Developed CRUD-based operations to meet the organizational goals. Collaborated with the backend department to pull and push the updated code on **Bitbucket**.
- Pulled from PgAdmin, **Django** & other back-end library knowledge to bolster programming resources.
- Collaborated with the web team to establish individual **admin portals**, projections & milestones achieved by each tenant.

### Jr. WordPress Developer

Seronic

2015 – 2016

- Collaborated with growth hackers to investigate critical SEO-related issues and provide impactful solutions.
- Delivered quality commercial websites that met coding standards and cross-browser compatibilities.
- Collaborated with WP developers on project specifications, strategy, and execution to build new WordPress pages and update existing ones.

### Customer Services Executive

Ibex Global

2016 – 2017

- Provided primary customer support to internal and external customers, on-call, in a fast-paced environment
- Conferred with domestic customers about concerns with products or services to resolve problems and drive sales.
- Maintain individual call time (99 sec) and provide top of the line services