

Hamza Khalid

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Rawalpindi, Pakistan

PROFESSIONAL SUMMARY

Results-driven professional with **6+ years' experience** in **digital marketing, eCommerce, and administrative operations**, specializing in **data-driven growth strategies**. Proficient in **web design (WordPress, Shopify)**, **SEO/SEM**, **paid advertising**, and **analytics platforms** to maximize visibility and ROI. Proven expertise in **CRM automation**, **project coordination**, and **cross-functional leadership**, delivering measurable results in **fast-paced, competitive markets**. Dedicated to leveraging **strategic, analytical, and leadership skills** to drive operational excellence and sustainable business growth.

CORE COMPETENCIES

Digital Marketing & Campaign Management | SEO/SEM | Google Ads & Social Ads | Web Design (WordPress, Shopify) | E-Commerce Operations | CRM Automation (HubSpot, Zoho, Salesforce) | Google Analytics & Tag Manager | Content Strategy & Copywriting | Project Coordination | Data-Driven Decision-Making | Client Relationship Management | Cross-Functional Team Leadership | Strategic Planning | Business Process Improvement

TECHNICAL SKILLS

Google Analytics | Google Tag Manager | Microsoft Power BI | Tableau | Excel (Advanced) | MS Office Suite | Basic Python for Business Analytics | HubSpot | Salesforce | Zoho CRM | Facebook Ads Manager | YouTube Ads | LinkedIn Ads | On-Page SEO | Technical SEO | Keyword Research | SEM Campaign Management | WordPress | Wix | Shopify | HTML/CSS (Basic) | Canva | Figma | Trello | Asana | Microsoft Project | Agile & Waterfall | Power Automate | Mailchimp | WhatsApp Marketing Automation

SOFT SKILLS

Team Leadership | Cross-Functional Collaboration | Conflict Resolution | Mentorship & Training | Public Speaking | Stakeholder Engagement | Negotiation Skills | Client Relationship Management | Strategic Thinking | Data-Driven Decision-Making | Process Optimization | Critical Thinking | Adaptability | Resilience | Creativity & Innovation | Time Management | Attention to Detail

WORK EXPERIENCE

MARKETING DIRECTOR / PROJECT & ADMINISTRATIVE LEAD

Mar 2023 - Present

RAWABITS MARKETING AGENCY • Rawalpindi, Pakistan

- Lead marketing operations and strategic planning for seamless project execution
- Oversee digital platform launches with improved engagement through SEO and CRM automation
- Manage cross-functional teams, project schedules, and vendor coordination
- Implement workflow automation to enhance reporting and efficiency
- Maintain strong stakeholder relationships and align outcomes with client objectives

HEAD OF MARKETING

Jul 2022 - Feb 2023

SARDAR PROPERTY ZONE • Islamabad, Pakistan

- Directed digital marketing strategies to strengthen brand presence and drive sales
- Managed social media, Google Ads, and email campaigns to generate qualified leads

- Supervised marketing teams, ensuring performance, scheduling, and reporting accuracy
- Designed customer engagement journeys through CRM tools to boost conversions
- Delivered analytics reports and market insights to support strategic decision-making

MARKETING & ADMIN ASSISTANT

Jan 2021 - Jun 2022

AVERROX CONSTRUCTION & MARKETING AGENCY • Rawalpindi, Pakistan

- Supported marketing campaigns through content planning, promotions, and tracking
- Maintained client records, sales logs, and real estate listing databases
- Conducted market research and presented findings for marketing strategies
- Managed scheduling, document preparation, and professional correspondence
- Assisted in client follow-ups to strengthen relationships and improve service delivery

DIGITAL MARKETING SPECIALIST

Feb 2019 - Jan 2021

REALTOR ADVERTISING • Islamabad, Pakistan

- Executed marketing campaigns across digital and offline channels
- Enhanced customer engagement through targeted advertising and creative content
- Managed SEO, blogs, and social media calendars to maintain brand consistency
- Generated marketing performance reports using Google Analytics and Excel
- Coordinated with design and development teams to align campaigns with brand goals

EDUCATION

BACHELOR OF BUSINESS ADMINISTRATION (HONS)

Sep 2018 - Mar 2023

National University of Modern Languages • Islamabad, Pakistan

- **Specialization:** Supply Chain Management

HIGHER SECONDARY SCHOOL CERTIFICATE (HSSC)

Mar 2015 - Sep 2018

Legend Dr. Abdul Qadeer Khan College of Excellence • Palandri, AJK, Pakistan

- **Field of study:** Intermediate in Computer Science

SECONDARY SCHOOL CERTIFICATE (SSC)

Mar 2013 - Feb 2015

Legend Dr. Abdul Qadeer Khan College of Excellence • Palandri, AJK, Pakistan

- **Field of study:** Science Group

PROFESSIONAL CREDENTIALS

- **Applications of AI** (Great Learning Academy)
- **Conflict Management Training** (Great Learning Academy)
- **Digital Marketing Strategies** (HubSpot Academy)
- **Emergency Preparedness and Response** (World Health Organization)
- **Excel Crash Course** (Corporate Finance Institute)
- **Fundamentals of Digital Marketing** (Google)
- **Marketing Foundation** (Great Learning)
- **National Financial Literacy Program for Youth** (National Institute of Banking & Finance – NIBAF, a project of State Bank of Pakistan)
- **Project Management Certification** (Great Learning Academy)
- **Resource Mobilization to Meet Nutritional Needs in Emergencies** (World Health Organization)
- **Risk Management & Maturity** (UNICEF)

- **Social Media Marketing** (Coursera)
- **Supply Chain Management of NTD Health Products** (UNICEF)

VOLUNTEER WORK

President

Feb 2019 - Jan 2023

Clean & Green Movement NUML University Environmental Initiative • Islamabad, Pakistan

- Led environmental awareness programs, including tree plantation and waste segregation initiatives.
- Collaborated with government bodies and NGOs to implement sustainable campus projects.
- Developed volunteer training sessions to promote eco-friendly practices.

President

Mar 2019 - Jan 2023

Corporate Social Responsibility Society, NUML • Islamabad, Pakistan

- Designed and executed CSR programs in education, public health, and community development.
- Organized donation drives, health awareness campaigns, and engagement activities.
- Managed sponsorships, volunteer recruitment, and project reporting.
- Mentored students on community project development and leadership skills.

Community Volunteer

Jan 2019 - Present

Humanitarian, Educational & Empowerment Campaigns • Islamabad, Pakistan

- Supported families through community assistance programs for food, healthcare, and education.
- Participated in relief campaigns to deliver essential resources to affected communities.
- Facilitated digital skills and entrepreneurship training for youth and women.
- Advocated for inclusive access to technology, education, and mental health awareness.

LANGUAGES

English (Proficient – B2) | Urdu & Punjabi (Native) | Hindi (Fluent) | Chinese (Basic – A1)