



HASAN RIZA

Digital Marketer




Profile



I am a **digital marketer** who loves to engage and interact with people through social media. Results-oriented Social Media Manager with over **3 years of experience** driving brand growth and engagement through strategic social media initiatives.

Contact



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 hasan-raza-
coder.github.io/Portfolio/

Working Experiences



SOCIAL MEDIA MANAGER

BEHTER ELLAJ

2024 - Present

- Managed and grew the company's presence across multiple social media platforms including Facebook, Instagram, LinkedIn, and Twitter, leading to a 50% increase in engagement and a 40% rise in followers.
- Created and curated compelling content, including graphics, videos, and blog posts, that resonated with target audiences and strengthened brand identity.
- Established and maintained partnerships with key influencers, leading to a 25% increase in brand reach and a 15% rise in referral traffic.
- Monitored social media metrics and KPIs to assess campaign effectiveness and optimize strategies, using tools like Hootsuite and Sprout Social for detailed analytics.



DIGITAL MARKETER

SSA SOFT

Nov 2022 - Dec 2023

- Developed and executed a comprehensive content strategy that enhanced brand visibility and engagement, resulting in a 40% growth in organic traffic and a 30% increase in social media followers.
- Assisted in the content management, analyzed and evaluated data, completed detailed reports, and presented results to managers.
- Run and organize ads campaigns with detailed targeting and custom audiences via FB and Instagram ads, achieving an average 25% increase in lead generation and a 15% boost in conversion rates.
- Optimized website content for search engines, increasing organic search traffic by 35%. Managed Google Ads campaigns with a 20% improvement in ROI.

Skills



- Digital Marketing
- Brand Management
- Strategic Planning
- Website making & Handling
- ON / OFF Page SEO
- Meta Ads Campaign Run & Management
- Video Editing & Graphic Designing
- Social Media Marketing
- Competitors Analysis

Education



2018 - 2022

PUNJAB UNIVERSITY

BSC (COMPUTER SCIENCE)

Working Experiences



- Managed the day-to-day handling of all social media channels and adapting content to suit different channels.
- Coordinated with cross-functional teams, including designers and developers, to align marketing strategies with brand objectives and product launches.



DIGITAL MARKETER INTERN

ITSOLUTIONS

Aug 2022 - Oct 2022

- I have done 3 month web development internship in a software company.
- Social media campaigns across platforms like Facebook, Instagram, and LinkedIn, increasing brand engagement by 25%.
- Including blog posts, newsletters, and promotional materials, contributing to a 15% increase in website traffic.
- Conducted market research and competitor analysis to identify trends and insights, supporting strategic decision-making for client campaigns.



WEB DEVELOPMENT INTERN

ONLINE TRAINING SESSION

APRIL - 2023

- Assisted in designing and developing responsive websites using HTML, CSS, and JavaScript, enhancing user experience and functionality.
- Collaborated with senior developers to integrate backend systems with frontend interfaces, utilizing frameworks like React.js.
- Contributed to the development of CMS features, customizing WordPress themes and plugins to meet client specifications.

Certificate

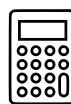


- SOCIAL MEDIA MARKETING CERTIFICATION
- WEB DEVELOPMENT

Expertise



Market Analysis



Marketing Tools



Budget Planning



Problem Solving