

HASAN RIZA

DIGITAL MARKETER

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🌐 Portfolio: <https://hasan-raza-coder.github.io/Portfolio/>

PROFILE SUMMARY

Results-oriented Digital Marketing Specialist and Social Media Manager with over 3.5 years of experience in developing performance driven campaigns across Meta, Google, and TikTok. Proven track record in boosting brand engagement, generating qualified leads, and scaling digital presence through SEO, paid advertising, and strategic content. Adept at analyzing market trends, managing end-to-end digital projects, and aligning strategies with business goals. Passionate about helping businesses grow through creative and data-driven solutions.

SKILLS & COMPETENCIES

Digital Marketing Strategy

Performance Reporting & Optimization

SEO On / Off Page

Social Media Management (Meta, TikTok, LinkedIn)

WordPress & Website Management

Content Creation (Copywriting, Graphics, Video Editing)

Paid Ads (Meta, Google Ads)

Google Analytics & Meta Business Suite

Market Research & Competitor Analysis

TECHNICAL PROFICIENCY

- Tools: Canva, CapCut, SEMrush, Google Search Console
- CMS: WordPress (Ecommerce, Business)
- Languages: HTML, CSS, Basic JavaScript

WORK EXPERIENCE

Digital Marketer

Oct 2024 – Present

360 Digisol – Lahore

- Spearhead digital marketing campaigns across multiple platforms, achieving up to 30% increase in ROI.
- Manage Meta Ads (Facebook/Instagram), optimizing for lead generation and conversions.
- Execute comprehensive SEO strategies (On-Page and Off-Page), resulting in improved SERP rankings.
- Design and manage WordPress websites ensuring mobile optimization and fast performance.
- Produce graphic/video content for campaigns, social media, and websites.
- Utilize tools like Google Analytics, Meta Business Suite, and SEMrush for performance tracking.
- Deliver detailed monthly reports with insights and optimization strategies.

Social Media Manager

Sep 2023 – Mar 2024

NFINITY8 – Dubai

- Managed social media presence across Instagram, Facebook, TikTok & LinkedIn.
- Built and executed content calendars, engaging audiences and increasing brand awareness.
- Designed creatives and ran paid ad campaigns, generating measurable growth.
- Tracked campaign performance using analytics and adjusted strategies in real-time.

Digital Marketing Manager

Aug 2022 – Aug 2023

Applicon Soft – Lahore

- Planned and executed full-funnel digital campaigns.
- Improved organic traffic through On/Off-Page SEO.
- Created branded content across social platforms and blogs.
- Conducted competitor analysis to align strategies with market trends.

Digital Marketing Intern

Aug 2021 – Oct 2021

IT Solutions – Lahore

- Assisted in planning and publishing content for social campaigns.
- Conducted market research and created reports for campaign improvement.
- Helped increase brand engagement by 25% during internship.

Online Training Sessions

- Assisted in the design and development of WordPress websites, including theme customization and plugin integration to meet client-specific needs.
- Supported the creation of responsive, user-friendly interfaces using HTML, CSS, and basic JavaScript.
- Helped troubleshoot and resolve website bugs, performance issues, and compatibility problems across browsers and devices.
- Collaborated with senior developers to implement CMS functionalities, enhancing content management and user experience.
- Gained hands-on experience in website optimization, improving load times and overall site performance.

EDUCATION

Intermediate (Pre-Engineering) Islamia College, Gujranwala	2016 – 2018
BSC (Computer Science) University of the Punjab, Lahore	2018 – 2022

CERTIFICATIONS

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| <ul style="list-style-type: none">• Digital Marketing
Issued by Google
Issued Oct 2024 . Expires Oct 2025 | <ul style="list-style-type: none">• Google Ads & Meta Ads
Issued by United Latino Students Association
Issued Oct 2024 . Expires Oct 2025 |
| <ul style="list-style-type: none">• Social Media Marketing
Issued by HP LIFE & HubSpot Academy
Issued Sep 2024 . Expires Oct 2026 | <ul style="list-style-type: none">• Search Engine Optimization (SEO)
Issued by United Latino Students Association
Issued Sep 2024 . Expires Oct 2025 |