

# Hassaan Ali Qazi

Working Student

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## PROFILE

Results-oriented Marketing Professional experience in developing and executing comprehensive marketing strategies. Proficient in digital marketing, content marketing, and social media marketing. Demonstrated expertise in SEO, PPC advertising, and marketing analytics. Proven ability to increase lead generation, optimize conversion rates, and manage campaigns to achieve high ROI. Strong skills in data analysis, customer relationship management (CRM), and brand management.

## WORK EXPERIENCE

### Account Manager - Sales

Zameen.com

12.2023 – 02.2024

Karachi, Pakistan

- Managed over 50 client accounts, achieving a 25% increase in client retention by leveraging effective communication strategies.
- Surpassed sales targets by 20% through proactive client relationship management and optimized internal communication.
- Utilized Google Analytics to optimize ad campaigns, improving customer acquisition by 15% and providing actionable content management insights.
- Developed and executed lead generation strategies, resulting in a 30% increase in qualified leads.

### Social Media Planner

Pakistan Digital Awards

04.2023 – 07.2023

Karachi, Pakistan

- Integrated SEM strategies, resulting in a 20% increase in ranking and content discoverability, enhancing internal communication.
- Optimized descriptions and tags, increasing organic impressions by 24%, and utilized content management tools effectively.
- Collaborated with a cross-functional team to create and launch social media content, boosting brand awareness by 40%.
- Analyzed social media metrics using Social Media Analytics tools to enhance engagement.

### Marketing & Sales Intern

Habib Oil Mills

05.2022 – 08.2022

Karachi, Pakistan

- Led the development and execution of a comprehensive content marketing strategy for Q3 2022
- Analyzed top competitors' strengths and weaknesses to identify market opportunities, resulting in 12% market growth.
- Designed and executed targeted email marketing campaigns using Mailchimp automation tools, achieving a 25% open rate.
- Developed lead nurturing campaigns that qualified leads for the sales team achieving 86% of target monthly sales.

### Digital Marketing Apprenticeship

Rock Development Solutions, LLC dba iRock Résumés

09.2021 – 01.2022

USA

- Crafted engaging and informative content calendars tailored to target audiences, leading to a 17% increase in post engagement on LinkedIn.
- Conducted A/B testing on various call-to-action (CTA) formats and post timings, resulting in a 23% uplift in click-through rate (CTR) to website landing pages.
- Utilized LinkedIn Analytics to gain audience insights, identify content trends, and measure campaign effectiveness.
- Developed and executed a targeted content strategy based on audience demographics and interests, leading to a 43% increase in page followers on LinkedIn.

## EDUCATION

### Masters of International Business Administration

Europa-Universität Viadrina

04.2024 – present

Frankfurt (Oder),  
Germany

- Marketing Strategy, Content Marketing, Customer Relationship Management (CRM).
- Relevant Coursework: Financial Accounting, Financial Management, Business Analysis, Budgeting & Forecasting

SKILLS

Facebook Ads

Google Analytics

MS Excel

Copywriting

SEO Optimization

Social Media Analytics

Power BI

LinkedIn Ads

Marketing Automation

Email Marketing

Lead Generation

Campaign Management

Social Media Marketing




LANGUAGES

- German Language A2 Level
- English Language C1 Level

PROJECTS

<b>Exploring the perception of customers towards SUVs -Changan</b> <ul style="list-style-type: none"><li>Extensive research on the buying behavior of SUV consumers.</li><li>Conducted in-depth interviews of SUV users, each ranging from 20 to 25 minutes.</li><li>Presented final insights &amp; recommendations to improve the customer experience.</li></ul>	09.2022 – 01.2023
<b>SZABIST Marketing University Challenge (SMUC 7.0) - Chiplicious</b> <ul style="list-style-type: none"><li>Leveraged BCG matrix to conduct a brand audit of Chiplicious.</li><li>Conducted a survey questionnaire to collect consumer insight.</li><li>Using the 4 Ps of marketing to position the brand.</li></ul>	02.2022 – 05.2022
<b>Revitalization of Power by Bata</b> <ul style="list-style-type: none"><li>Executed a multichannel media strategy to enhance brand visibility.</li><li>Leveraged influencer collaboration to build a positive brand image.</li></ul>	09.2021 – 01.2022
<b>Exploring Consumer's Perception and Buying Behavior towards Slanty.</b> <ul style="list-style-type: none"><li>Quantitative and Qualitative research methodology.</li><li>Conducted interviews to analyze consumer preferences and behavior.</li></ul>	02.2021 – 06.2021



COURSES

<b>Meta Marketing Analytics Professional Certificate</b> <i>Coursera</i>	08.2023 – present
<b>Google Data Analytics Professional Certificate</b> <i>Coursera</i>	07.2023 – present
<b>SEO</b>  <i>Udemy</i>	06.2023 – 07.2023
<b>Digital Marketing</b>  <i>DigiSkills</i>	06.2021 – 09.2021
<b>Presentation Skills</b> 	11.2020 – 12.2020

INTERESTS

Motorsport | Story Driven Games | Astronomy | Music and Media | Digital Transformation

VOLUNTEER

<b>Luminary Learning Circle Foundation (LLCF)</b>  <ul style="list-style-type: none"><li>Raise awareness about the Importance of Education.</li><li>Promote Gender Equality.</li><li>Stationary Distribution to Students.</li></ul>	02.2023 – 06.2023 Karachi, Pakistan
<b>Jafriya Disaster Management Cell Welfare Organization (JDC)</b>  <ul style="list-style-type: none"><li>JDC Dialysis Center.</li><li>JDC Old Age Home.</li><li>JDC Mortuary.</li></ul>	02.2023 – 05.2023 Karachi, Pakistan