



Hamza Zohaib

Digital Marketing Specialist



+92-333-4069565



hamzajamal920@gmail.com



[GHL Portfolio](#)



[Marketing Portfolio](#)

WORK EXPERIENCE

Marketing Specialist

CrecenTech Private System Ltd.

2023 - 2024

- Spearheaded digital marketing campaigns and brand development projects, successfully managing multiple new product initiatives (NPI) from concept to execution.
- Designed and implemented performance analytics dashboards to monitor key marketing metrics, enabling data-driven decision-making and enhancing campaign outcomes.
- Built forecasting models to predict market trends and sales performance, supporting strategic planning for cross-functional teams.
- Developed a NPI (New Product Initiative) Tracking System, ensuring efficient project oversight, deadline adherence, and KPI tracking across departments.
- Leveraged data-driven frameworks to refine marketing strategies, resulting in a 30% increase in lead generation.

Go HighLevel Expert

VA Hub Pro Solutions

2022 - 2023

- Created customized marketing automation workflows within GoHighLevel CRM, streamlining operations and boosting efficiency by 40%.
- Developed client performance tracking tools to analyze campaign metrics, improving ROI and driving a 25% increase in client satisfaction.
- Presented data-driven insights through dynamic dashboards to senior management, influencing business strategy and marketing decisions.
- Collaborated with senior management to develop business cases for new projects, ensuring alignment with overall brand strategy and delivering successful outcomes.

ABOUT ME

I bring a creative yet data-driven approach to brand development and marketing. My expertise in managing end-to-end projects, analyzing market trends, and driving brand growth strategies allows me to deliver results while collaborating with cross-functional teams. Skilled in aligning brand strategy with business objectives, I am passionate about challenging the status quo and finding innovative solutions to achieve strategic goals.

EDUCATION

Bachelors Degree

University of Central Punjab

2018- 2022

SKILLS

- Project Management
- Brand Strategy & Development
- Digital Marketing Campaigns
- Data Analysis & Insights
- Cross-functional Collaboration
- Client Relationship Management
- Marketing Automation
- Content Strategy & Creation
- Packaging Adaptation
- Problem-solving & Adaptability

WORK EXPERIENCE

Associate Marketing Expert

Buraq Unity Advertisers

2021- 2022

- Worked with digital marketing and brand development teams for e-commerce businesses, driving customer acquisition and retention through strategic online campaigns.
- Successfully managed product packaging adaptations for multiple new product initiatives, ensuring compliance with brand standards and timely delivery.
- Delivered a 50% increase in social media engagement and a 35% improvement in website traffic through data-driven marketing strategies and targeted campaigns.
- Implemented a comprehensive analytics system to track campaign performance and make data-informed decisions that optimized budget allocation and increased ROI.

Assistant Project Manager

A8om

2020 - 2021

- Managed the end-to-end lifecycle of content creation projects, from initial concept development to final publication. Ensured that projects were delivered on time and met client expectations.
- Worked in tandem with marketing teams to craft content strategies that enhanced brand visibility, promoted key messaging, and supported overall marketing campaigns. Focused on building content that established clients as industry leaders.

Technical Writer

Lanop

2018 - 2020

- Developed and produced high-quality content for various digital marketing channels, including blogs, case studies, newsletters, and website copy. Ensured that the content was aligned with the client's overall marketing goals and target audience.
- Provided comprehensive editorial oversight, ensuring consistency, accuracy, and quality in all published content. This led to a significant improvement in client engagement and audience retention, with a measurable 20% increase in engagement across digital platforms.

CERTIFICATIONS



Search
Ads



Display
Ads



Email
Marketing

McKinsey
& Company

FORWARD LEARNING
PROGRAM

PORTFOLIO

*Click on the link to view



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