

Muhammad Fahad

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DIGITAL MARKETING SPECIALIST

Result-oriented and creative with more than 5 years of expertise, the head of digital marketing has successfully steered digital marketing campaigns across numerous industries. I'm skilled in creating and implementing data-driven campaigns and have a track record of increasing brand awareness, generating site traffic, and maximizing ROI. I'm a passionate follower of industry trends and a creative problem-solver, and I have the analytical chops to spot possibilities and maximize marketing initiatives. In highly competitive marketplaces, my ability to manage and work with cross-functional teams has repeatedly produced excellent outcomes. I am committed to using the strength of digital channels to meet and exceed corporate goals with a focus on continual development. I'm looking to use my experience and promote digital innovation to raise brands' profile.

My aim is to help the company grow and expand using my SEO and digital marketing expertise. I analyze, review, and implement website changes to optimize search engines and gain traffic. I am highly skilled in researching, writing, and publishing appealing content. Results-oriented and proficient in driving original and meaningful content for various media platforms and clients.

SKILLS

SEO (Search Engine Optimization): Technical SEO, On-page SEO, Off-page SEO (Link Building).

Content Marketing: Valuable & Engaging Content, writing blog posts, creating videos, designing infographics.

SMM (Social Media Marketing): Develop social media strategies, run effective ad campaigns, and engage with followers.

Data Analysis and Analytics: Data-driven decisions, identify areas for improvement, and optimize your campaigns for better results.

Email Marketing: Build and maintain an email list, craft compelling email campaigns, and automate processes for lead nurturing and customer retention.

Digital Advertising: Google Ads, Facebook Ads, and LinkedIn Ads. Create targeted ad campaigns, set budgets, and optimize ads for maximum return on investment (ROI).

Digital marketing Strategy: Identifying target audiences, setting clear objectives, choosing the right channels, and developing a cohesive plan to achieve business goals.

PROFESSIONAL EXPERIENCE

MCule Solutions

Digital Marketing Consultant

Jan 2024 - Present

Hybrid, Pakistan

As a Digital Marketing Consultant at MCule Solutions, I provided strategic insights to optimize operations, conducted market analysis, and collaborated with cross-functional teams to implement efficient business solutions that enhanced client service delivery and drove growth.

Accomplishments:

- Provided strategic consulting to optimize business processes, streamline operations, and drive growth initiatives
- Conducted market analysis and developed data-driven recommendations to enhance client service delivery
- Collaborated with cross-functional teams to implement business solutions and improve overall efficiency.

Triace Technologies
Digital Marketing Specialist

March 2023 - Jan 2024
Remote, Pakistan

As Digital Marketing Specialist at Triace Technologies, I led social media strategy, SEO optimization, and content marketing initiatives. I managed campaigns, improving engagement, organic traffic, and supporting overall business growth.

Accomplishments:

- Led social media marketing strategy and execution across all platforms, driving engagement and brand awareness.
- Developed and managed SEO practices to improve search engine rankings and organic traffic.
- Directed content marketing initiatives, producing targeted content to support lead generation and customer retention.
- Oversaw multi-channel marketing campaigns, optimizing performance through analytics and continuous improvements.
- Collaborated cross-functionally to ensure alignment of marketing strategies with business goals.

KMH Automation Design & Development
Digital Marketing Specialist

Oct 2022 - Jan 2024
Pakistan

As the Digital Marketing Specialist, my responsibilities would encompass various aspects of managing the company's operations, guiding the team, and driving the overall growth and success of the business.

Accomplishments:

- Led company to 30% YoY revenue growth through strategic digital marketing initiatives.
- Implemented data-driven campaigns, boosting client conversions by 45%.
- Successfully expanded client base, securing key partnerships and global clientele.
- Pioneered innovative social media strategies, driving a 50% increase in brand engagement.
- Optimized SEO efforts resulting in a 60% rise in organic website traffic.
- Spearheaded award-winning content marketing campaigns, elevating brand visibility.
- Mentored and developed a high-performing marketing team, fostering a culture of excellence.

The SoftCube
SEO (Search Engine Optimization) Team Lead

March 2022 - August 2023
Pakistan

I'll be in charge of managing a team of digital marketers' SEO activities as the team lead for search engine optimization (SEO). My responsibility is to make sure the team accomplishes its objectives, raises website ranks, and increases organic traffic to the business's online platforms. My job as an SEO Team Lead involves not just optimizing websites but also inspiring and managing your team to produce exceptional outcomes in the competitive digital environment.

Accomplishments:

- Develop and execute SEO strategies to improve organic search rankings and drive targeted traffic.
- Lead and mentor the SEO team, providing guidance on best practices and performance analysis.
- Conduct keyword research, competitor analysis, and SEO audits to identify opportunities and challenges.
- Collaborate with content and marketing teams to optimize on-page content and improve user experience.
- Stay updated on industry trends and algorithm changes to implement effective SEO techniques.
- Monitor and report on SEO performance metrics, providing insights and recommendations for continuous improvement.
- Ensure adherence to SEO guidelines, best practices, and ethical optimization methods within the team's activities.

82 Solutions 

March 2021 - March 2022

SEO (Search Engine Optimization) Executive

Pakistan

I am in charge of increasing a company's online exposure and organic traffic in my position as a Search Engine Optimization (SEO) Executive. My main task is to put SEO tactics and techniques in place to improve a website's search engine rankings.

Accomplishments:

- Conduct keyword research and analysis to identify valuable search terms.
- Optimize website content and meta tags for improved search engine rankings.
- Implement on-page and off-page SEO techniques to boost organic traffic.
- Monitor website performance using analytics tools and make data-driven optimizations.
- Collaborate with content and marketing teams to ensure SEO best practices are followed.
- Stay updated with search engine algorithm changes and industry trends.
- Generate regular SEO reports and provide insights for continuous improvement.

Orange Tech 

Aug 2019 - Oct 2019

Customer Support - Customer Care Department

Pakistan

My duties as a customer service support agent in the duct cleaning sector concentrate upon giving consumers outstanding service before, during, and after their duct cleaning service. My main objective is to make sure customers are happy and to take care of any issues they might have.

EDUCATION

Allama Iqbal open University.

In-Progress

BBA - Bachelor in Business Administration.
