

MUHAMMAD FAHAD

Digital Marketing Specialist

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Karachi



EXPERIENCE

Digital Marketing Consultant

MCule Solutions

01/2024 Hybrid, Pakistan

- 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

Digital Marketing Specialist

Triace Technologies

03/2023 - 01/2024 Remote, Pakistan

- 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

Digital Marketing Specialist

KMH Automation Design & Development

10/2022 - 01/2024 Pakistan

- 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

SUMMARY

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

Brand Awareness

Competitor Analysis

Content Marketing

Email Marketing

Facebook Ads

Google Ads

Infographics

Lead Generation

Linkedin Ads

Market Analysis

Off-page SEO

Performance Analysis

Search Engine Optimization

SEO

SEO Optimization

SMM

Social Media Marketing

Technical SEO

EXPERIENCE

Team Lead

The SoftCube

📅 03/2022 - 08/2023 📍 Pakistan

- 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

SEO (Search Engine Optimization) Executive

82 Solutions

📅 03/2021 - 03/2022 📍 Pakistan

- 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

Customer Support - Customer Care Department

Orange Tech

📅 08/2019 - 10/2019 📍 Pakistan

- Provide outstanding service to consumers before, during, and after duct cleaning service
- Ensure customer satisfaction
- Address and resolve customer issues

EDUCATION

BBA - Bachelor in Business Administration

Allama Iqbal open University

📅 Date period 📍 Location

FIND ME ONLINE



Linkedin

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