

# MUHAMMAD HAMID YAQOOB

Experience building running successful Digital Marketing campaigns. Bringing forth broad Marketing knowledge, coupled with focused campaign experience.

Adept at creating and implementing client-centered, successful campaigns,

aimed at improving brand awareness and presence.

Collaborative and Creative Manager accomplished at managing Digital

Marketing presence content.

Experienced in teams of Marketing Professionals to meet and exceed Digital Marketing goals.

Email Marketing professionals are tasked with: Creating and monitoring a

wide variety of email marketing campaigns



## Experience

August 2022 -  
Present

### OptimusFox | Digital Marketing Manager

- Build and lead a team of digital marketing specialists.
- SEO/SEM
- Social media marketing
- Display advertising campaigns
- Designs, builds and maintains social media presence
- Measure and report the performance of campaigns
- Crypto Marketing,
- Community Building ( Discord, Reddit, Medium, Twitter)
- Google Ads
- Social Media Ads.
- Shopify Ads Management



## Contact Me



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d



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## Skills

- Crypto Community Building
- Blockchain Enthusiast (Web3.0, Metaverse, NFTs Community Building.
- Search Engine Optimization (SEO)
- Digital Marketing
- Social Media Marketing
- Content Management
- SaaS Product Marketing

July 2021 - July 2022 **Renesis Tech | Growth Marketer**

- Helping Startups to grow their business online and offline.
- Work with cross-functional teams (Product, Services, Business Development) to establish growth strategies.
- Create, manage and experiment with new user acquisition campaigns.
- Conceive and execute a wide range of content campaigns to drive education and engagement.
- Manage all social media platforms (including Facebook, Twitter, LinkedIn, Instagram, YouTube) and drive content creation.
- Manage SEO.
- Analyze data to monitor revenue performance and uncover areas for improvement.
- Prepare and present recommendations, reports, and findings from experimental data up to the executive level.

September 2020 - June 2021

## **Virtelligence | Digital Marketing Analyst**

- Evaluated websites for mobile and Desktop performance and optimal search engine rankings.
- Developed unique content to improve presence and brand awareness.
- Search Engine Optimization (SEO). Organized and analyzed data and marketing results.
- Researched keywords relevant to marketing efforts of clients.
- Introduced scheduled targeted Email Marketing.

• E-commerce Management

• Graphic Design

• Business development

• Email Marketing

## **Interest**

• Playing football

• Watching Seasons

## **Certificate**

• Google Digital Garage - Google

• Google Analytics – Google

• Creative Writing –DigiSkills.pk

• SEO – DigiSkills.pk

• Digital Marketing - DigiSkills.pk

• SEO Link Building – SEMrush

• Digital Marketing –Semrush

• Email Marketing –HubSpot Academy

• Cyber Security - Navttc

- Managed a team of marketing professionals to ensure the success of marketing campaigns.

September  
2019 -  
September  
2020

## Aridian Array Software Society | Social Media Coordinator

- Manage Society Social media pages.
- Manage Conference and Seminars.



## Education

2016 - 2020

### PMAS- ARID AGRICULTURE UNIVERSITY RAWALPINDI | Bs In Information Technology

Major: Computer Science



## Projects

September  
2022 - January  
2023

### Chateau des chefs | NFT Marketplace

- Reward our members for contribution in our community with whitelists and special roles with benefits.
  - Collaborate with leading communities, best advisors and influencers in NFT world to build brand awareness, create partnerships and grow organically.
- This castle adventure is a lucrative economic project that will allow you to enjoy everything it has to offer.
- As an NFT owner, you will take advantage of the income generated by the operation of the castle and you will enjoy the in-kind benefits that come with your contribution.

- Social Media Certified - HubSpot Academy