

# S.M. Usman Aziz

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## EDUCATION

**Iqra University, Islamabad – B.B.A. Major in Marketing**

2018 - 2023

GPA(unweighted): 3.09/4.0 | Studied International Business, CRM, Social Media Marketing, Brand Management

**SKANS, Islamabad – Intermediate of Commerce**

2016 - 2018

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## SKILLS

**Domain-Specific:** AI Applications in Marketing & Finance, SEO, Meta Ads, Email Marketing, Videography & Editing,

**Certifications:** Microsoft Advertising Certified Professional, UC Davis Advanced SEO Strategy, Google Foundations of Business Intelligence

**Tools & Platforms :** GHL, HOOTSUITE, ZAPIER, Meta Ads. Google ads, Adobe Photoshop.

**Core Competencies:** Digital Marketing, Brand Development, Entrepreneurship, Web Development, Content Creation, Graphic Design

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## EXPERIENCE

**RESEARCHER DCD Ministry of Information & Broadcasting**

2023 - Present

- Analyzed market trends to inform public policy and strategic communication efforts using Synthesio and other social listening tools
- Conducted sentiment analysis to understand public perception of nation-wide initiatives and policies and improved narratives
- Developed and disseminated news, reports, and factual content to enhance public awareness and strengthened public opinion
- Collaborated with cross-functional teams to ensure accuracy and impact of government initiatives and their respective messaging
- Monitored and reported on market dynamics to inform decision-making processes and ensure strategic positioning

**DIGITAL MARKETING SPECIALIST Empire Home Services Corp, New York**

2023-2024

- Implemented and managed customer relationships using GHL (GoHighLevel), enhancing customer engagement and retention.
- Designed and executed targeted email marketing campaigns, resulting in improved customer outreach and sales.
- Spearheaded WhatsApp marketing initiatives, leveraging direct communication to boost promotional efforts and customer service.
- Collaborated with cross-functional teams to align marketing strategies with business objectives, achieving a coherent and effective digital presence.

**BRAND MANAGER Activation Plus, Islamabad**

2020-2024

- Write high-quality, engaging, and informative content.
- Use data-driven insights for content creation.
- Tailor content to specific platforms and audiences.
- Stay updated on the latest SEO trends.
- Developed and tested advertising strategies to optimize ad relevance and performance.
- Analyzed campaign metrics using Google Analytics and Facebook Insights.
- Managed end-to-end digital marketing campaigns across social media platforms.

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## LEADERSHIP & PROJECTS

**FOUNDER & CEO Iradaa Creative**

Jan 2025 - Present

- Executed more 150 projects
- Lead a team 25 people
- Spearheaded Successful Campaigns

**CHIEF MARKETING OFFICER [CMO] UNMUTE**

2024 - Present

- Serving on Executive Board, Established & oversees 15 international branches and Directed 200+ volunteers and staff worldwide
- Directed creation of 100+ social media content pieces, 50+ blogs and podcasts reaching 10,000+ views and interactions
- Work has been Featured in 5 Magazines, 5 Podcasts & Received recognition from 3 United Nations Global SDG Ambassadors