**S.M Usman Aziz**

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LinkedIn: [Usman Aziz](https://www.linkedin.com/in/s-m-usman-aziz-digital-media-marketer/)

**PERSONAL PROFILE**

Marketing graduate with hands-on digital marketing and content creation expertise. Skillfully blends marketing theory with practical achievements in social media and brand engagement. Adept at using analytics to refine strategies and drive growth. Ready to contribute to dynamic marketing efforts with innovative solutions.

**Career Objective**: Seeking a challenging business role to utilize my education, skills, and experience in marketing, content writing, graphic design, and social media management.

**Work Portfolio:** [Creative Portfolio](https://usman.aziz.portfolio.skypets.store/portfolio)

**Professional Experience**

**Researcher Digital Communication**  
*DCD, Moib* ***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.

**Digital Marketing Specialist**  
*Empire Home Services Corp, New York* ([EmpireHomeServicesCorp.com](https://empirehomeservicescorp.com/)) ***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.

**Content Writer, Social Media Manager**

*Activation Plus, Islamabad* (<http://activationplus.pk/>)***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.

**Skills**

* Content Creator - Videography
* Build a Marketing Strategy - Graphic Designing
* Facebook Ads Experience - Email Marketing

**Education**

**Bachelor of Business Administration, *Major in* Marketing**

***[Iqra University, Islamabad]* 2018-2023**

Final Grade: 3.09 /4.00

**Major subjects:**

* International Business
* Consumer Behavior
* Social Media & Internet Marketing
* Sales
* Advertising

**Intermediate of Commerce**

***[SKANS, Islamabad]* 2016-2018**

**Certificates**

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| * [Foundations of Business Intelligence](https://www.coursera.org/account/accomplishments/certificate/GMX5VFPHJWYG) | * [Microsoft Advertising Certified Professional](https://www.credly.com/badges/b5fe786a-fe18-40c2-bff6-fef2f54bc183/linked_in_profile) | * [Advanced Content and Social Tactics to Optimize SEO](https://www.coursera.org/account/accomplishments/certificate/8TXDCW5KKU2A) | * [AI Applications in Marketing and Finance](https://www.coursera.org/account/accomplishments/certificate/SMAXT9Y6VZ4F) |

**Languages**

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| --- | --- |
| * English (Fluent) | * Urdu (Fluent) |