

CURRICULUM VITAE - RESUME

FAIZAN MUNAWAR IBRAHIM

DIGITAL GROWTH STRATEGY, LEAD GENERATION, WEB 3, BLOCKCHAIN, MARKETING & ADVERTISING

Visa Status: Employment Visa with NOC valid till 2025
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Linked In: linkedin.com/in/FaizanMunawarIbrahim

Instagram: instagram.com/FaizanMunawarIbrahim (51,000 + Followers)

YouTube: youtube.com/@FaizanMunawarIbrahim (13,500 + Subscribers)

TikTok: www.tiktok.com/@faizanmunawaribrahim (14,100 + Followers)

Content: Educational, Advertising, Digital Strategy, Crypto, Web 3 (12.2 Million Collective Content Views)



AREA OF EXPERTISE:

Lead Generation, Digital Marketing, Digital Growth Strategy, Performance Marketing, Block-chain technology, Crypto, Social Media Marketing, E-Commerce, Advertising, Marketing, Video Editing, SEO, SMO, AI, IoT and Content Writing

CAREER SUMMARY:

I have Thirteen (13) years professional work experience since 2009 as digital strategist with proven achievements. I am a true believer of a WIN – WIN, thus I am seeking to join a career oriented organization which not only allow me to develop my professional skills but also appreciate my hard work as I believe in dedication, loyalty and hard working.

WORK EXPERIENCE

Organization: **IQRA WORLDWIDE FZ-LLC**
Designation: Senior Manager (Marketing, Digital Growth Strategy and Lead Generation)
Focused Industry: Real Estate, Aviation, Luxury Hotels, Tourism and Hospitality
Duration: August 2017 – till date
Location: Dubai, United Arab Emirates

Organization: **CHEIL WORLDWIDE FZ-LC - REGIONAL HQ (SAMSUNG GROUP)**
Designation: Regional Digital Marketing Manager (DMM)
Focused Industry: Real Estate, Electronics and Aviation
Duration: May 2016 – June 2017
Location: Dubai, United Arab Emirates

Organization: **DREAM KEYS REAL ESTATE LLC**
Designation: Manager - Digital Growth Sales & Advertising
Duration: April 2014 – April 2016
Location: Dubai, United Arab Emirates

Organization: **UNITED NATIONS - United Nations Information Centre, (UNIC) Pakistan**
Designation: Marketing Communications Manager
Duration: November 2012 – January 2014
Location: Islamabad, Pakistan

Organization: **IBIS STYLES HOTEL ISTANBUL BOMONTI**
Designation: Manager – Sales & Marketing and Advertising
Duration: June 2011 – November 2012
Location: Şişli, İstanbul, Turkiye

Organization: **KAYA PRESTIGE HOTELS & RESORTS**
Designation: Assistant Manager -SEO, Google, Ads & Analytics
Duration: May 2010 – June 2011
Location: Konak, İzmir, Turkiye

CAREER ACHIEVEMENTS

CAREER ACHIEVEMENTS at IQRA WORLDWIDE

- Growing Digital Agency Award 2019 - Awarded fastest growing digital agency award in 2019.
- Federation Chamber of Commerce and Industries Certification
- Karachi Digital Traders Association Award 2021
- Managed digital assets with collective traffic of more than 3.2 million visitors per month
- Managed digital advertising budget for \$856k per annum.
- Digitally branded 129 brands from scratch
- Trained 186 young internees in 2 years under internship program.
- Organized 230 programs on digital marketing learning in rural villages of Pakistan.
- Successful founded 4 portals including real estate, ecommerce, and health and news portal.
- Successfully deployed 2 NFT Portals and 2 Crypto currencies

CAREER ACHIEVEMENTS at CHEIL WORLDWIDE

- 1st Samsung employee to enter SAMSUNG MENA HEAD OFFICE – BUTTERFLY BUILDING
- Nominated by President and CEO of Cheil MEA Regional HQ (Global VP) to Volunteer for UAE Government
- Single handedly managed Full Samsung MENA region all websites.
- Etihad Airways – Nichole Kidman Campaign
- Samsung Pay and Ecommerce Online Payment Gateway
- Samsung Website 2016 Glitch Solver
- Samsung Note 10 Digital Campaign
- Global Appreciation Certificate on Samsung Internal Portal
- Global Appreciation on Samsung Portal for participating in Samsung Internal Volunteer Drive

CAREER ACHIEVEMENTS at DREAM KEYS REAL ESTATE

- Introduction of e-Newsletter in UAE Real Estate market.
- Digital branded company's online appearance.
- Nakheels Best Agent Nomination
- Designed new digital strategy for generating leads and digital branding
- Propertyfinder.ae & MyCRM Best Agent Nomination & Appreciation Certification
- Bayut Best Inventory Appreciation Certificate

EDUCATION

Name of University: **FEDERAL URDU UNIVERSITY ARTS SCIENCE & TECHNOLOGY**
Degree Name & Passing Year: **Master in International Relations (MA.IR) | 2016-2018**
Location: Islamabad, Pakistan

Name of University: **UNIVERSITY OF KARACHI**
Degree Name & Passing Year: **Bachelors Degree in Arts (B.A) | 2012-2014**
Location: Karachi, Pakistan

Name of Collage: **ISTANBUL UNIVERSITY**
Degree Name & Passing Year: **Associate Degree in Hotel Management and Tourism | 2011-2012**
Location: **Istanbul, Turkiye**

DIGITAL STRATEGY, INFORMATION TECHNOLOGY (I.T) CERTIFICATIONS & EXPERTISE

SOCIAL MEDIA, ONLINE ADVERTISING AND PAID MARKETING:

Google Ads, Google Analytic, Google Ads, Tiktok Ads, Facebook Ads, Linked In Ads, VK Ads, Twitter Ads, LinkedIn Ads, VK ads, Yandex, Baidu Ads, Tabola Marketing Framework and Paid Media marketing channels.

DIGITAL BRANDING, LEAD GENERATION AND RANKING:

SEO (Search Engine Optimization, Google Search Console, Google AdWords, SEM (Search Engine Marketing), SMM (Social Media Marketing) and SMO (Social Media Optimization) Google Search Engine Management, Google Analytics, Yandex Search Engine Management, Baidu Search Engine Management, Microsoft Bing and Yahoo Search Engine Management Screaming Frog, SEM Rush, Ahrefs' Backlink Checker, Google Keyword Planner, SEO MOZ, SEO Site Checkup, WordPress, Ionize, Bitrix, HubSpot, Zoho CRMs, Zip Books, Sales Force, QuickBooks, Keep, Monday, Zen Desk, Mailer Elite, Mail Chimp.

18 YEARS CODING EXPERIENCE OF FOLLOWING CODING LANGUAGES SINCE 2005:

HTML, DHTML, HTML 5, Python, Ajax, CSS, QT, Atom, MySQL, SQL Server, Oracle, CodeIgniter, ASP .Net, Git, jQuery, XML, Visual Basic 6.0, V.B.net , SAP, Angular, Laravel, React, Bootstrap, Saas, VB5, Flask, Angular JS, Word Press Scripts, C+, Figma, NodeJs C++, Java, REST API, Swift Apple , JavaScript, Ruby, PHP, Unix/Linux, and BlockChain Developing

GRAPHICS DESIGN UX, UI:

Adobe Photoshop, Adobe Illustrator, Coral Draw, Adobe InDesign, Canva, Autodesk 3Ds Max and Figma

VIDEO EDITING:

Final Cut Pro, Adobe Premiere Pro, Adobe Premiere Elements, Adobe After Effects, Power Director and Filmora

SOCIAL WORK, YOUTH ACTIVISM AND PHILANTHROPY

Name of Organization: Youth Welfare Organization (YWO)
Location: Worldwide
Designation: Co-Founder & Youth Ambassador
Registration Number: YWO***01
Duration: Jan 2009 – till date

Name of Organization: Emirates Foundation & Ministry of Community Development
Location: United Arab Emirates
Designation: Licensed Volunteer
Registration Number: V50***59
Duration: Oct 2023 – till date

Name of Organization: United Nations
Designation: Registered Volunteer
Registration Number: 520***11
Duration: Feb 2010 – till date

Note: This is summarized resume job descriptions and achievements can be seen in detail on my LINKED IN profile, and references & experience letters would be provided if required by the employer.