

Wasim Ullah

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Location: Dubai



■ Career Summary

An all-rounder digital marketer with 6+ years of experience in search engines optimization, social media marketing, graphic and video editing, online advertising, blogging, website development and email marketing with a focus on performance marketing and sales funnel optimization.

Highly dedicated and adaptable to produce top-notch results on investment (ROI), online data analysis with practical approach to solve complex problems and identify the gaps to minimize the risk.

■ Professional Experience

1. Digital Marketing Manager
at BuyAnyInsurance.com
May 2019 – Present
Dubai, UAE
 - Acted as a growth hacker in overall business operations,
 - Planned and execute experiments on every digital asset for better usability,
 - Generate leads from paid and organic traffic with the help of landing pages and marketing automation,
 - Fixed website's on-page technical issues and improve off page search engine optimization,
 - Created content for social media, graphic designs and animated videos,
 - Planned content marketing calendar, marketing strategies and execute them on my own,
 - Managed all digital assets including search, social, paid media, email and optimize them all,
 - Hired, trained, and managed the human resources required to carry out ongoing campaigns,
 - Worked in media buying, press releases, staff hiring and training, and finding new avenues of growth,
 - Prepared data analytics to apply and grow business operations.

Achievements:

- Reduced CPL by 85% during my tenure,
- Single-handedly achieved the double in ROI in four months as compared to the previous eight months' period when the entity had three resources with the double years of experience,
- Reduced to 80% the overall search and social ads spend and increased conversions by 5%,
- Ranked for top 10 primary high volume keywords high in search results in short period of less than six months,
- Planned and executed two Chatbots to automate sales and customer support work,
- Replaced the marketing head with nine years of experience in the core team within ten days, paid campaigns lead with ten years of experience in two months and visual designer with twelve years of experience in three months of joining in the same startup,
- Single-handedly achieved the double in ROI in four months as compared to the previous eight months' period when the entity had three resources with the double years of experience.

2. Senior Digital Branding Specialist at Vudu Advertising Feb 2018 – Apr 2019
Dubai, UAE
- Managed portfolio accounts of several multinational firms including Fujifilm, Iffco, and Asia Prime,
 - Prepared full-scale digital marketing plans and key performance indicators that comply with agency clients' business goals,
 - Developed and managed social media platforms and websites,
 - Designed business identity graphics, social media posts, printable materials and branding items as required,
 - Prepared business proposals and sales presentations for prospective clients.

Achievements:

- Redesigned logos, business stationery, brochures, profiles, physical branding, and websites of eight multinational companies based out of Dubai in three months,
- Managed several clients' portfolio without major assistance.

3. Digital Marketing Consultant at Freelance Jobs Jul 2016 – Jan 2018
Lahore, PK

- Worked with several brands to build their paid and unpaid marketing, search engine optimization, graphic designs and websites that included clients handling, reporting and decision making

4. Digital Media Lead (Promoted) Jun 2015 – Jul 2016
Social Media Strategist Jun 2015 – Jul 2016
at CFE Group of Colleges Lahore, PK

- Branded digital assets of the institute and its subsidiary restaurant business in print and online media,
- Designed social media and print graphics material for promotions,
- Run Facebook paid campaigns for new admissions and short courses,
- Improved online engagement ratio to generate online inquiries and actively respond to them,
- Launched institute's first blogging platform contributed by their students,
- Trained fresh graduates to use social media for promoting themselves.

Achievements:

- Created viral content and received more than one million views for a Facebook page in two weeks,
- Generated over twenty-five thousand leads for enrollments across five different campuses,
- Started out as social media strategist, promoted to lead the entire digital media workload,
- Trained two fresh grads who replaced their seniors within the next six months.

5. Marketing Associate at Imanagers Dec 2013 – Apr 2015
Lahore, PK

Responsible for assisting director of marketing in planning, attend meetings with clients to understand their needs and communicate them to the management.

■ Academic History

1. Data Analysis Track from Udacity	Online	Nov 2019 – Nov 2019
2. Digital Marketing Circuit from General Assembly	Online	Oct 2018 – Nov 2018
3. BBA (Hons.) from University of the Punjab	Lahore, PK	Sep 2009 – Sep 2013

■ Online Certifications

1. Product Masterclass: How to Build Digital Products	Online	Jun 2020
2. Growth Master Training from GrowthHackers.com	Online	Nov 2018
3. Startup Founder Track from Startup School by Y Combinator	Online	Nov 2018

■ Technical Skills

– Search Engine Optimization	Moz Pro, Semrush, Yoast SEO, ScreamingFrog
– Marketing Automation	Manychat, Intercom, Autopilot
– Graphic Designing	Adobe Photoshop, Adobe Illustrator, Adobe InDesign
– Social Media Marketing	Hoostuite, IFTTT, BuzzSumo
– Video Editing	Adobe After Effects
– Internet Advertising	Facebook, Instagram, Google, LinkedIn Ads Managers
– Content Writing	Grammarly, Ubersuggest, Ahrefs
– Website Development	Squarespace, Shopify, WordPress
– User Experience	Google Optimize
– Email Marketing	MailChimp
– Leads Generation	Hellobar, Proof
– Analytics & Data	Google Analytics, Mixpanel

■ Freelance Projects

No.	Title	Nature	Duration
1	Corporate Training at Zia Associates	Train senior employees at Zia Associates to help them understand product promotions through LinkedIn.	1 day
2	Digital Branding at Aqua Safe Group	Develop an e-commerce store for the business, run Facebook advertisements and provide them consultation with regard to activating their events and short courses within online media.	7 months
3	Digital Branding at Schuitema Pakistan	Revamp the social media presence, update their online strategies and provide consultation services on hacking growth.	1 month
4	Search Engine Strategy at IPS	Upgrade the existing search engine optimization strategy, hire search team and develop their skills set.	3 months