



# Muhammad Awais

## Digital Marketing Specialist

I'm Muhammad Awais, a seasoned digital marketing professional with over three years of hands-on experience. My expertise lies primarily in SEO, where I've honed my skills to drive online visibility and growth for businesses. I'm passionate about staying at the forefront of digital marketing trends and leveraging my knowledge to help clients succeed in the ever-evolving digital landscape.

## Contact

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280 Deepdale Road, PR1 6QB,  
Preston, United Kingdom

## Education

2016-2020

**Bachelor of Science in  
Computer Science (BSCS)**  
National Textile University

2024-Present

**Masters**  
**MS in Digital Marketing**  
University of Chester, Chester, UK

## Expertise

- Digital Marketing
- SEO
- PPC Campaigns
- Facebook Ads
- Branding
- Social Media Marketing

## Language

English

Urdu

## Experience

### 2020 - Present

UpGrow Marketing | Marketing Agency

#### Digital Marketing Specialist

As a Digital Marketing Specialist at UpGrow Marketing, I have the privilege of contributing to the success of the organization for nearly three years. My primary focus is in the field of Search Engine Optimization (SEO), where I consistently deliver results-driven strategies to enhance online visibility and drive business growth. Notably, my expertise in SEO has led to my recognition as the SEO Expert at UpGrow Marketing, a title I proudly hold as a testament to my commitment to excellence in the digital marketing realm.

### 2021 - 2022

Clinicnearme.org | Healthcare Sector

#### SEO Expert/ Part time

In my part-time role as an SEO Expert at Clinic Near Me, I achieved a significant milestone by successfully ranking the website on Google in the USA and Canada within just one year. Through comprehensive SEO strategies and dedicated efforts, I optimized the site's online presence and contributed to its prominence within the highly competitive healthcare industry. My work at Clinic Near Me not only enhanced the website's search engine rankings but also generated increased organic traffic, ultimately helping patients access valuable healthcare information more easily and efficiently.

### 2020 - 2022

Fiverr | Freelance Platform

#### Freelancer

For two years, I extended my expertise as a Freelance Digital Marketing Consultant on the Fiverr platform, working with over 100 clients from diverse corners of the world. This experience broadened my skill set, allowing me to tailor digital marketing solutions to meet unique client needs and achieve exceptional results across various industries and markets. It also honed my ability to navigate global markets and cultural nuances, further enhancing my effectiveness as a digital marketing specialist.

## Reference

### Bilal

CEO, UpGrow Marketing

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