

TAHA HASSAN

Digital Marketing & Proud Geek

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ABOUT ME

Results-driven marketing professional skilled in digital marketing, content creation, and social media management. Experienced in multi-channel campaigns, data-driven decision-making, and client relationship management. Passionate about combining creativity and analytics to deliver measurable business growth.

EXPERIENCE

Digital Marketing Intern

Albion Environmental

📅 2025

📍 Ayr, Scotland

- Designed and implemented marketing strategies to promote the MyBins app.
- Enhanced community engagement and awareness among local councils.
- Produced compelling visual and written content for social media channels, leading to a 20% increase in follower engagement.
- Helped councils communicate recycling schedules and sustainability initiatives.

Digital Marketing Executive

Workers Education & Research Organization

📅 2021 – 2023

📍 Karachi, Pakistan

- Developed and executed integrated digital marketing strategies to drive lead generation, successfully increasing qualified leads by 35% year-over-year.
- Managed end-to-end social media and email marketing campaigns, from content creation to performance analysis, which boosted audience engagement and brand visibility.
- Optimized website content and structure for SEO, leading to a 40% increase in organic traffic and a significant improvement in search engine rankings for target keywords.

PROJECTS

- Digital Marketing Practice:** Developed a website, implemented SEO strategies, managed social media marketing, and created engaging content.
- Future Marketing and Transformational Technology:** Focused on DARQ technology and its transformative impact on the healthcare sector.
- Digital Branding:** Researched Kapferer's Brand Identity Prism and analyzed Revolut's brand extension strategy.
- Thesis on Supply Chain Performance in the Textile Sector of Pakistan:** Studied supply chain integration, e-procurement practices, and the impact of total quality management.
- Marketing Research Project:** Designed a portable refrigerator prototype, developed market positioning, and created a 4P marketing strategy.
- Management Research Project:** Interviewed REDWOOD's executive director to analyze organizational planning and leadership approaches.
- Economics Research Project:** Examined perfect competition models in firms, focusing on short- and long-term pricing conditions.

EDUCATION

M.Sc. in Digital Marketing

University of the West of Scotland

📅 2024 – 2025

- Courses: Digital Branding, Digital Marketing Practice, Future Marketing and Transformational Technology

Master of Business Administration

Bahria University, Karachi

📅 2021 – 2022

- Courses: Inventory Management, Strategic Procurement, Demand Forecasting, Green Supply Chain

Bachelor in Business Management

Bahria University, Karachi

📅 2017 – 2021

- Courses: Inventory Management, Procurement, Supply Chain Management, Shipping in SCM, Distribution Management

CERTIFICATIONS

- 🌟 **Entrepreneurial Masterclass**
UWS
- 🌟 **Marketing Analytics**
Univ. of Virginia
- 🌟 **Digital Marketing Fundamentals**
Google
- 🌟 **Excel Skills for Business**
Macquarie Univ.
- 🌟 **Marketing Strategy**
Coursera
- 🌟 **Leading Teams**
Univ. of Illinois
- 🌟 **Financial Literacy Program**
State Bank of Pakistan
- 🌟 **Life & Career Essentials**
FranklinCovey

STRENGTHS

- SEO
- SEM / Paid Search / Google Ads
- Social Media/Email Marketing
- Campaign Management
- Coursera Digital Marketing Certificatied