

# Muhammad Usman

Address: House No.30, Street No. 01, ITTEHAD Colony Choti Phathki Railway Road Kot Lakhpat Lahore

Cell: +923044668513

E-mail: msusman.pk@gmail.com

## Objective:

To work for a progressive organization offering a challenging opportunity where I can utilize my experience to achieve goals of organization. A position which can fully utilize my technical and creative skills.

DEGREE	YEAR	BOARD / UNIVERSITY
Matric	2014	BISE Lahore
Intermediate	2016	BISE Lahore
B.com	Continue	Punjab University
Microsoft Office	2015	Unique Computer College
Graphics Designing	2015	Unique Computer College/ Info Tech

## Experience:

### Company Name:

**Position:**

**Office:**

**Duration:**

### Geo Printing & Communication

**Computer Operator, Designer**

Geo Printing & Communication Office  
Township Lahore

**November 2015 < - - - > August 2016**

Responsibilities are as under:

**"Computer Operator"**

### Company Name:

**Position:**

**Office:**

**Experience:**

**Duration:**

### ETS (Enterprise Technology Solution)

**GNP Operator, PPC Marketing**

Siddique Trade Center 72, Main Blvd Gulberg,  
Lahore

**3 Years**

**September-2016 < - - - > September-2019**

Responsibilities are as under:

**"GNP Operator, IT Product Marketing on PPC & other Platform"**

Responsibilities included creating online marketing and developing digital advertising campaigns in IT parts using Google Keywords and auction-based, pay per click platform; Selecting appropriate words or phrase per business type, determining appropriate bids for ads to appear on Google Search and Search Partner's network and optimizing and improving the performance of the online campaigns based on data and reports analysis.

## Languages:

- Urdu
- English

## Personal Information:

Father's Name	MUHAMMAD SADIQ
CNIC No.	35202-0196472-9
Date of Birth	06-08-1997
Marital status	Single
Nationality	Pakistani
Religion	Islam
Gender	Male

## Computer Skills:

- MS Office (Microsoft Word, Excel, Power Point)
- Magento (Magento Developer)
- Graphics & Designing (Corel Draw, Adobe Photoshop, and Adobe Illustrator)
- Adobe Dreamweaver
- Adobe Flash
- In Page
- Certified in "Google Digital Sale Certification"
- Search Engine Marketing Expert on "Google Adwords"
- GNP Operator (Google Next-tab Price) of IT Hardware Parts
- Online Live chat for IT Reseller Website
- Making Public Feed on the B2B Company's portal.
- Advertising campaigns including the strategy, design, implementation, SEO, and analysis of ad performance, Keyword research for Google Adwords
- Manage bid and creating PPC ads group and finding keywords, description, landing page, headlines for Google Adwords
- Working on Google Analytics and Keywords Planner Tool

## Hobbies:

- Cricket
- Online gaming

## Reference:

Will be furnished on Demand.