

## Professional Summary

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Gifted Digital Marketer with solid record of accomplishment in overseeing marketing departments, strategies and key projects for driven clientele. Key skills include: marketing automation systems, lead nurturing, content marketing, e-commerce email marketing and social media and PPC. Experienced in managing and growing teams to overcome challenges and work together to beat targets. Combines technical and commercial acumen with well-developed interpersonal skills and the ability to forge strong relationships with stakeholders. Communicates effectively at all levels with clients and colleagues alike and thrives on responsibility and challenge. Experienced in managing all stages of campaigns, deepening partnerships and boosting sales with creative and proactive approaches. Expertise includes market research, plan optimization and viral content development.

## Work Experience

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**ASSISTANT MARKETING MANAGER** – Xper2go (Advanced Hospitality Technologies) - Karachi, Pakistan – July 2018 – Present

- Plan and execute all digital marketing, including SEO/SEM, marketing database, email, social media and display advertising campaigns
- Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs)
- Search engine optimization strategy & implementation design of the assigned projects (only white hat SEO – on page + off-page).
- Brainstorm new and creative growth strategies
- Content research, optimization, and marketing (articles, presentations, pdf's, etc)
- Video content storyboarding, concept & copywriting and design.
- Infographic concept, design, data research, and contextual write-ups.
- Social media optimization and marketing strategy design for all the projects.
- Create and manage email marketing campaigns
- Social media training of all the employees. (LinkedIn, Facebook, Twitter).
- Researched and advised on user-interface and user-experience design concepts to meet the highest standards of web development.
- Utilize the strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touchpoints
- Managed corporate blogs (writing original researched content, optimization, and social sharing).
- Social media community management (all twitter and Facebook pages).
- Reduced marketing costs by streamlining marketing roles, leveraging communications materials, monitoring budgets, and developing the protocol.
- Coordinated innovative strategies to accomplish objectives and boost long -term profitability.
- Conducted trials and tests of marketing channels such as paid acquisition, social media, and fresh content creation.
- Developed creative sales tools, including presentations, trend reports, kitted assets, and product datasheets.
- Oversaw preparation of marketing copy, images, videos, emails, and other collateral.
- Influencer Outreach and Community Development

**ASSISTANT MANAGER DIGITAL MARKETING** – Arthur Lawrence PVT LTD. – Karachi, Pakistan - Apr 2017 – Jul 2018

- Provided research and development on different products to showcase benefits and retain customers.

- Search Engine Optimization Strategy & Implementation design of the Assigned Projects (Only White Hat SEO – On Page + Off Page).
- Content Research, Content Writing, Optimization and Marketing (Articles, Presentations, Pdf's etc)
- Video Content Story Boarding, Concept & Copy Writing and Design.
- Infographic concept, design, data research and contextual write-ups.
- Social Media Optimization and Marketing Strategy Design for all the projects.
- Social Media Training of all the employees. (LinkedIn, Facebook, Twitter).
- Researched and Advised on User-interface and User-experience Design concepts to meet highest standards of web development.

- Managed Corporate Blogs (Writing Original Researched Content, Optimization and Social Sharing).
- Social Media Community Management (All Twitter and Facebook Pages).
- Directed marketing projects at all stages, including conceptual planning, schedule management and final implementation.
- Planned and implemented studies to assess market conditions and evaluated results to enhance marketing campaigns.
- Conducted trials and tests of marketing channels such as paid acquisition, social media and fresh content creation.
- Reduced marketing costs by streamlining marketing roles, leveraging communications materials, monitoring budgets, and developing protocol.
- Work with website development and project managers to ensure that deliver projects on time
- Work with business development and business analyst's

## **COMMUNITY MANAGER** – Arpatech PVT LTD. Karachi, Pakistan - Aug 2016 – Mar 2017

- Community management strategy, team hiring/development/training.
- Community team metrics assessment and influencer relations.
- Initiated cloudways startup program and mentoring more than 15 startups.
- Content strategy and planning.
- Content marketing metrics proposition and content marketing analytics.
- Storytelling strategy [brand storytelling and consumer storytelling]
- Training writers for writing crunchy and conversational content by the help of different mediums.
- Real time content research and association tactics.
- Social media content production.
- Content re-purposing strategy.
- Content marketing automation via buffer and hootsuite.
- Influence marketing research and influencer engagement strategy and planning.
- Blogger and media outreach.
- Email marketing campaigns [structure, targeting, lead generation and segmentation]
- Developing standards, systems and best practices for content creation, distribution, maintenance, content retrieval and content repurposing, including the real-time implementation of content strategies.
- Leveraging market data to develop content themes/topics and execute a plan to develop the assets that support a point of view and educate customers that leads to critical behavioral metrics.
- Establishing work flow for requesting, creating, editing, and publishing content.
- Ensuring consistent global experience and implement appropriate localization/translation strategies.
- Side project marketing (created two side projects to increase brand reach)
- Training the team of 12 community marketing professionals to represent & managed communities in wordpress, magento, drupal, php, laravel, startups and ecommerce).
- Setting okr's for marketing team and aligning different teams and functions to achieve company goals.

## **MAGENTO COMMUNITY MANAGER** – Gaditek – Karachi, Pakistan - Dec 2014 – Aug 2016

Worked for Cloudways project. Cloudways is an agility based organization with a bias towards creation over integration.

- Train Magento Developers and to implement latest Development Trends with consumer projects.
- Liaise with Development and Sales departments to stay updated on new products and technology.
- Build relationships with community influencers and in participate in online communities and educate them with blogs and technical information
- Conduct interviews with developers, marketer and community leaders for local and international Magento meetups
- Organize and participate in events to build community and boost brand awareness
- Set and implement social media and communication campaigns to align with marketing strategies
- Running public relations and marketing communications. Helped Cloudways to get mentioned on Magento official blog and on Forbes.
- Including SEM, SEO, social, content syndication, online and offline media placements, email marketing, and events.
- Working closely with product marketing team and sales to ensure effective closed loop cloud base web servers for Magento marketing processes.

- Worked with Cloud providers like Google Compute Engine, Amazon Web Services, DigitalOcean, Vultr, & Kyup (Containers).
- Attend various online and offline Magento meetups on behalf of Cloudways and divert lead from the events.
- Convert connections into lead and achieve partnerships with many European Magento development agencies.

## **SENIOR WEB DEVELOPER** – Boundless Technologies – Karachi, Pakistan - Aug 2014 – Dec 2016

- Researched new technologies, software packages and hardware products for use in website projects.
- Owned more than 10 projects from initial research and conceptual design through testing and implementation phases.
- Maintained strict budgetary and scheduling guidelines to satisfy customers with high-quality, targeted designs.
- Developed landing pages, dashboards and online applications using Laravel (PHP), Magento (PHP) and WordPress (PHP).
- Spearheaded production of page content such as visuals and text copy to meet project specifications.
- Used programming capabilities in PHP, SQL and JavaScript and other libraries as needed.
- Tested websites and performed troubleshooting prior to deployment.
- Optimized web assets for speed and performance.
- Represented web team at meetings with executives and discussed project goals and milestones.
- Reviewed code to validate structures, assess security and verify browser, device and operating system compatibility.
- Optimized and repaired corporate website based on PHP technology.
- Completed full redesigns of existing websites to improve navigation, enhance visuals and strengthen search engine rankings.
- Designed, implemented and monitored web pages and sites for continuous improvement in fast-paced environment.
- Developed, coded and updated Ecommerce and business sites for clients.
- Created site layout and user interface using HTML and CSS practices.

## **Education**

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**B COM** – University of Karachi – Karachi, Pakistan -2012-2014

**Diploma in Software Engineering** – Aptech Computer Education – Karachi, Pakistan -2011-2014

**Intermediate in Pre Engineering** – Sindh Madressa tul Islam College – Karachi, Pakistan -2008- 2010

## **Skills**

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| • Campaign management       | • P&L Management                       |
| • Budgeting                 | • Client communication                 |
| • Marketing and advertising | • Staff management                     |
| • Market analysis           | • Public and Media Relations           |
| • PeopleSoft                | • Market Positioning                   |
| • Strategic planning        | • Product development                  |
| • Brand development         | • Budgeting and Allocation             |
| • Corporate Communications  | • Multidisciplinary team collaboration |
| • Branding                  | • Pricing structures                   |
| • Graphic design            | • Copywriting expertise                |
| • Analytics and seo         | • Microsoft Office                     |
| • Task delegation           | • Video instruction                    |
| • Goal development          | • Marketing strategies                 |
| • Technical assistance      | • Content development                  |

- Client needs assessments
- Sales strategies
- Issues resolution
- Patient evaluations
- Event coordination
- Program development
- Sound editing proficiency
- Title and chapter creation
- Social media expert
- Adobe Creative Suite proficiency
- Communication and writing skills
- Content marketing
- Email marketing
- Motion and Premier Pro mastery
- Adobe CS6 knowledge
- Adobe Premier knowledge
- Online marketing
- Data analytics
- Project management
- Web analytics
- Agile workflow processes
- Programming Languages
- Design patterns and principles
- Web development projects
- Website optimization
- SEO coding and strategy
- Ad development
- Keyword optimization
- SEM trend knowledge
- Brand awareness
- Community outreach
- Reporting

## **Accomplishments**

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- Speaker of meet magento Italy 2018
- Got mentioned in magento official blog
- Guest speaker of ecommerce ( magento) in bahria university karachi
- Employee of the quart er in arthur lawrence
- Organizer magento meetup dubai and ecommerce in the UAE ( meet up)

## **Affiliations**

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- Member, Magento inc. as organizer of Magento Meetup Dubai.
- Member, Meet Magento Association as Speaker and Magento community advisor.

## **Certifications**

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- Google AdWords Certification
- Google Analytics Certification
- HubSpot Inbound Digital Marketing Certification
- Google Mobile Site Certification
- Google Ecommerce Analytics: From Data to Decisions