

Taimour Hashmi

Rawalpindi, Punjab
taimour.baig@gmail.com
linkedin.com/in/taimour-hashmi

At the helm of Nova & More, my focus is on sculpting the future of digital landscapes through strategic leadership and innovative marketing strategies. With a strong foundation in business development from my pioneering days at Hukumat Networks, I steer our team towards achieving growth, profitability, and delivering exceptional value to our clients. Our mission at Nova & More is clear: to empower businesses with cutting-edge digital solutions. We've fostered a culture where creativity meets data-driven results, ensuring our clients' brands resonate in an ever-evolving online world. It's a privilege to lead and collaborate with a team that's as passionate about pushing boundaries as I am about setting them.

WORK EXPERIENCE

Nova and More Founder

Pakistan • 02/2018 - Present

- Visionary Leadership: Set the agency's strategic vision and long-term goals. Inspire and motivate the team to work towards a shared mission, fostering a culture of creativity and innovation.
- Business Development: Identify and pursue new business opportunities to expand our client portfolio. Build strong relationships with potential clients, nurturing partnerships and converting leads into long-term clients.
- Marketing Strategies: Develop comprehensive marketing strategies that align with clients' objectives and drive measurable results. Stay updated with the latest industry trends and implement innovative approaches to stay ahead of the competition.
- Client Relations: Cultivate strong relationships with existing clients, ensuring exceptional service and client satisfaction. Act as a trusted advisor to clients, offering strategic insights and guidance.
- Team Building: Build and lead a high-performing team of digital marketing experts. Recruit top talent, provide mentorship, and promote a collaborative and growth-oriented environment.
- Financial Management: Oversee budgeting, financial planning, and resource allocation. Monitor financial performance and implement strategies to maximize profitability.
- Brand Building: Promote Nova & More's brand identity and reputation as a leading digital marketing agency. Ensure consistent branding across all marketing and communication channels.
- Partnerships and Collaborations: Identify strategic partnerships and collaborations to expand the agency's reach and service offerings. Negotiate and finalize agreements with potential partners.
- Quality Assurance: Ensure the delivery of high-quality services that meet or exceed client expectations. Implement quality assurance processes to continuously improve service excellence.

SKILLS

- Affiliate Marketing
- B2B Marketing Strategy
- BPO
- Brand Development
- Branding
- Brand Strategy
- Business Development
- Corporate Branding
- Creative Strategy
- Digital Marketing
- Digital Strategy
- Drop Ship
- E-commerce
- Facebook Marketing
- Google Adwords
- Google Analytics
- Keyword Research
- Landing Page Optimization
- Link Building
- Local Search Optimization
- Management
- Marketing
- Marketing Management
- Online Marketing
- Online Reputation Management
- Organic Search
- Pay Per Click (PPC)
- PPC
- PPC Bid Management
- Product Research
- Reporting & Analysis
- Search Engine Optimization (SEO)
- SEM
- Social Media
- Social Media Marketing

- Industry Thought Leadership: Establish Nova & More as a thought leader in the digital marketing domain. Participate in industry events, webinars, and conferences to share insights and build credibility.

Benison Marketing Managing Director

Attock • 06/2022 - Present

- Business Development: Identify new business opportunities, partnerships, and collaborations to expand our client base and market reach. Foster strong relationships with key industry stakeholders, clients, and investors to drive business growth.
- Team Management: Lead and motivate a diverse team of professionals, fostering a culture of innovation, collaboration, and accountability. Provide guidance and mentorship to nurture talent and promote a positive work environment.
- Marketing and Branding: Oversee marketing strategies and branding initiatives to position Benison Marketing as a trusted and innovative real estate marketing partner. Ensure consistent messaging across all channels.
- Client Relations: Nurture strong client relationships, ensuring exceptional customer service and satisfaction. Anticipate client needs and address concerns promptly to maintain long-term partnerships.
- Industry Trends: Stay updated with the latest trends in the real estate and marketing industries. Leverage market insights to develop innovative marketing strategies that align with the evolving landscape.
- Compliance and Governance: Ensure the company operates in compliance with all relevant regulations and legal requirements. Uphold ethical standards and best practices across all business operations.
- Crisis Management: Handle challenges and crisis situations with composure and effectiveness, implementing timely solutions to mitigate risks and ensure business continuity.

- Strategic Planning
- Timely Decision Making
- Web Analytics
- Web Development
- Wordpress Development

Immitzable, Inc Digital Marketing Specialist

Islamabad • 04/2013 - 01/2018

Business Development Executive

- Managing and decision making and analyzing all the Business projects up and running.
- Making strategies and implementing them on practical scale. Managing clients and their projects.

Hukumat Networks Co-Founder

Islamabad, Pakistan • 11/2010 - Present

- We have Co-Founded a digital marketing agency by the name of Hukumat Networks. Its been a life long dream to get this agency to become Pakistan's first-ever proper one-stop solution for digital marketing.
- Proud to say that we have come a long way from having just a room as our office to a 37 employee agency. Thanks to Allah for that.

Business Manager

- At Hukumat networks I am serving as Business Manager. Managing all the business activities like SEO project managing, Making it done on time and of top quality. Managing employees affairs. and work place time to time

kall star

saddar Rawalpindi • 06/2012 - 04/2013

Project Manager

- I managed Auto warranty and insurance projects.

Ropstam BPO BPO

Isalamabad • 07/2010 - 10/2010

- Team leader

Prooptions Marketing Marketing Manager

01/2007 - 12/2008

- As Marketing Manager I talked to the clients, Brought business to the firm. Taking projects and making the deal seal.
- I had great time getting projects for my firm. AS it gave me great exposure and self satisfaction.

Umer SEO

01/2006 - 12/2006

SEO Strategy Planner

- I planned SEO strategies for SEO workers and SEO team.

AWARDS & SCHOLARSHIPS

Stage Secretary & English language Debater for Annual Event.

01/2006

Designed and implemented working strategy for HR and Accounts Dept.

PROJECTS

PPC for a Private Commercial Bank

09/2021 - 09/2021

My agency, Nova and More, did a white label program for one of the largest bank of pakistan. (cannot name it here, Becuase NDA) Our target was to get them app installs each month. We did retain them for over 3 years and still doing it for them. Target initially was to get them 75,000 app installs in a month. Which we achieved easily and them targets got steeper and steeper. So now we are at 185,000 App installs a month and I am very happy to say we achieve it every month. With cost as low as 44 - 50 PKR per install.

EDUCATION

Master's degree in Digital Marketing

Shaheed Zulfikar Ali Bhutto
Institute of Science and
Technology

GPA: 3.8 CGPA

03/2017 - 04/2020

Skills: Business Development · Digital Marketing · Digital Strategy · Drop Ship · E-commerce · Brand Development · Branding & Identity · Corporate Branding · Branding · Brand Strategy

Associate's degree in Accounting and Finance

Skans school Of Accountancy

01/2015 - 12/2017

Bachelor's degree in Business/Commerce, General

Allama Iqbal Open University

GPA: B

01/2015 - 12/2017

ACCA in Accounts

UCAT

01/2008 - 12/2011

Intermediat in Business/Commerce, General

Rawalpindi Collage Of
Commerce

GPA: B

01/2006 - 12/2007

SSC in Computer Science

Progressive Model School

01/1995 - 12/2005

SEO for a well known Design Build Firm 02/2017 - 02/2017

In 2017, a prominent design-build firm sought assistance due to negligible website traffic and absence from organic search results. Initiating a comprehensive approach, our team commenced with website development coupled with meticulous on-page optimization. Subsequently, a meticulously crafted first quarter strategy was devised. After an iterative process, our concerted efforts bore fruit, catapulting the firm to the coveted first three positions across nearly all of the 70+ targeted keywords. Notably, the majority of the keywords, apart from the targeted ones, now reside within the top 10 rankings, underscoring the effectiveness of our targeted optimization efforts.

Successfull Drop Shipping Site 04/2016 - 04/2016

I created a dropshipping store. Faced many challenges while planning it and faced even bigger challenges while executing it. But I am proud that the store is earning 5 figures every month.

Auto Insurance Live Transfers 06/2012 - 04/2013

I was appointed Project Manager at Kall star, Who at that time were running a project of Auto Insurance live transfers and had 25 agents there and was transferring 300 - 350 calls a day. I had taken that call transfers up to 650 - 675 per day, and improved the quality of the transfers as well and over all atmosphere of the floor.