

Fawad Haider Mirza

PROFESSIONAL EXPERIENCE

Contact



Address

Lahore, Pakistan



Phone

+92321 4202012



Email

mirza.fawwad@gmail.com

Objective

Creative digital marketing manager with a background in fast-growing startup companies with hands-on experience in project management, digital marketing, start-up ventures, forgoing strategic partnerships, driving revenue and growing profits in competitive markets. Knowledgeable computer-savvy individual with several years of experience in IT and skilled in developing and optimizing revenue-driven digital campaigns of Digital Media Marketing including; SEM, SEO, PPC, Word-Press development, social media, lead generation, experiential conception and large-scale production. Looking for an opportunity in a dynamic organization where my competencies will be fully utilized.

Core Proficiencies

- Additional strengths in innovation, brand-building, shopper marketing, media selection, agency management, and marketing metrics.
- Enjoys the development and execution of ad campaigns and high-profile marketing events that generate awareness and create value for the brands.
- Proficient in designing, developing, and implementing digital marketing campaigns that increase business website visits and sales.
- Aptitude for collaborating with multiple departments and senior management to lead efforts to a consensus and develop a cohesive company plan for engaging customers.

Digital Marketing Manager

Jan 2022 – working

Ahyan Real Estate Dubai

Ahyan Real Estate is one of the most knowledgeable Real Estate providers in Dubai, whether you are seeking residential or commercial properties, or want to buy or rent, Ahyan will help you find the perfect solution.

Responsibilities

- Managing Facebook Pages with different names, posting on daily basis running ads and replying comments and messages
- Working on websites landing pages, improving the branding of the pages with developer
- Running Google PPC campaigns on different projects we are working on
- Working on SEO of main website of AhyanRealestate.com
- Working with designers and content writer for daily updates on pages and website

Digital Marketing Manager

Apr 2021 – Dec 2021

Outsourcing4work

Outsourcing4work, provide BPO and Human Resource service all over the world. Outsourcing4work is 100% remote working company with 150+ employees all over the world. I have been working for outsource4work SEO on German and English version of website. Working more than 300 Keywords and 100+ are ranking.

Responsibilities

- Develops, optimizes, and audits legal websites to ensure proper performance, visibility, and accessibility in accordance to the unique digital trends and platforms of various international markets
- Provides web solutions and develop web sites and web applications based on specific business needs for promotions, presentations, customer service and online services depending on the desire of client
- Plans digital marketing campaigns, including web, SEO/SEM, email, social media and display advertising while researching for keywords, utilizing WordPress and maintains social media presence across all digital channels

Web Developer & Digital Marketer

Jan 2019 – Apr 2021

Blank Slate Pvt Ltd

BlankSlate conducts different IT training programs aimed at helping young career seekers understand the basic information technology functioning of the sector and the job role they aspire to take on. Blanks Slate also provide IT services such as web development and Digital Marketing.

Responsibilities

- Created and managed digital marketing campaigns. Developed and managed Websites developed in Wordpress and HTML, CSS. Evaluated trends and insights, and optimize spend and performance based on the insights
- Designed compensation (PPC) campaigns. Monitored the implementation a social media strategy. Track and analyses website traffic flow and provide organizational reports on a daily basis
- Reduce the website bounce rate, increase well time, and improve conversion by achieving key performance KPIs. Work on the Search Engine Optimization of the website(s) for multiple keywords on a regular basis

Digital Marketing Manager

Jan 2016 – Dec 2018

Next Hosts

NextHosts is a UK and PK based web Hosting Company offering from Web hosting to Digital marketing to customers.

Skills

- MS (Word, Excel & PowerPoint)
- Search Engine Optimization
- Digital Marketing
- Search Engine Marketing (SEM)
- Social media marketing
- Content Marketing
- Email Marketing
- Marketing Coordination
- Strategic Marketing Planning
- A/B Testing
- PPC
- WordPress Development
- Linux installation
- Troubleshooting
- WHM Cpanel - Ples

Education

MCS | Preston Institute of Management Sciences | 2005

BCS | Preston Institute of Management Sciences | 2003

Certifications

Red Hat Linux (Training) | Corvit (2013)

HCNA (Certification) | Huawei Certified (2018)

IELTS | British Embassy (2016)

Google Ads Search Certification | Google (2019)

Google Ads Fundamental Certification | Google (2019)

Google Analytics Certification | Google (2019)

Hobbies

- Watching TV
- Playing Football
- Snow Hiking
- Learning Web Development

Reference

Available upon Request

Responsibilities

- Organized client's social media channels, including Facebook, LinkedIn, Twitter, and other relevant sites, by optimizing content using SEO and pay-per-click strategies (PPC)
- Worked as part of a team to build big social media campaigns, creating material that boosts audience engagement, improves audience presence on corporate sites, and encourages audience involvement
- Analyzed and reported audience information, demographics, success of existing social media projects, while writing and distributing e-newsletters to subscribers
- Created a constant stream of fresh content for audience engagement using timelines and planned content, while evaluating, controlling, and adjusting schedules as needed to optimize visits

Digital Marketing Manager

Jan 2012 – Dec 2015

Freezone Internet Ltd

Once I had developed in my position at Freezone I took on a number of other responsibilities and was given a chance to develop myself in Social Media Marketing. Planning digital marketing campaigns, including web, SEO/SEM, email, social media and display advertising. Maintaining our social media presence across all digital channels

Responsibilities

- Identified target audiences, Used analytic software, and developing marketing strategies
- Analyzed reports on email and social media campaigns, as well as social media and digital analysis
- Using the most up-to-date SEO and SEM strategies, improve the performance of paid search advertising and organic traffic.
- Collected analytics data and maintained organized reports for use of business and marketing teams

Customer Support Officer

Jan 2007– Dec 2011

Freezone Internet Ltd

After becoming familiar with the technical aspects of web hosting, I was promoted to the position of Customer Support. Provided remote Live Chat support to customers and to answer all admin and technical queries in the form of emails (Support Tickets) from an offshore office set up on M.M.Alam road Lahore Pakistan.

Responsibilities

- Assisted clients with troubleshooting web hosting technical problems, responded to clients concerns and queries with courtesy on live chat support, replied customer tickets, email queries about their hosted sites, free accounts, sales, domain transfers
- Hosted creation on domain for website building for web application (Word-Press, Joomla, Open Cart etc.) issues like installation, configurations, maintained server, browser and DNS system
- Helped customers configure SMTP/POP email settings, File Transfer Protocol, databases, website statistics, domain/web forwarding, spam control, dial up, and general software configurations

2nd Line Support Engineer

Jan 2006 – Dec 2007

Freezone Internet Ltd

I started working at Freezone Internet (<https://www.freezone.co.uk/>), a web hosting company based in Kingston in the UK as the head supervisor of the monitoring department. Whilst there I was responsible for the monitoring/reporting of any outages.