

Burhanuddin Mazher

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Professional Summary

My Name Is Burhanuddin Mazher, and I'm a Certified Digital Marketing Specialist with a Strong Passion for Digital Marketing.

I Have Been Working in Digital Marketing for Over a Decade and Have Collaborated with Multiple Companies Across Various Industries, Including Saas, E-Commerce, Ngos, Construction, Education, Healthcare, Real Estate, Technology, Financial Services, and Many More.

I Have Hands-On Experience Working with Marketing Platforms Like Google Ads, Facebook, Instagram, TikTok LinkedIn, Email Marketing and many more.

I Believe That the Best Way to Grow Your Business Is by Creating a Scalable, Sustainable Online Presence That Leads to Conversions and Sales. This Can Be Achieved Through the Use of Effective Seo, Smm, Ppc & Content Creation Strategies.

My Goal Is to Help You Find the Tools You Need to Achieve These Goals While Also Providing You with Guidance on How to Properly Implement These Tactics Within Your Own Company's Unique Environment.

Professional Experience

Marketing Manager

Hubcom | Jan 2021 – Present

Accomplishments

- Led a **Full-Scale Marketing Strategy** for a **Shopify-based eCommerce Brand**, resulting in a **70% increase in Organic Traffic** and a **65% Rise in Online Sales**.
- Improved **Local Marketing** for a **healthcare business**, leading to a **60% increase in patient inquiries** and a **45% rise in appointment bookings** by enhancing local listings, optimizing for local keywords, and improving mobile site performance.
- Implemented a technical SEO audit for a **JavaScript-based real estate company**, fixing critical site issues that reduced page load times by **600%** and boosted organic leads by **70%** through enhanced site usability and faster loading times.
- Executed a **Content Marketing Campaign** for a **B2B tech client**, increasing blog traffic by **80%** and improving conversion rates by **75%** by targeting long-tail keywords and creating SEO-friendly content.

- Launched a backlink acquisition strategy for a **Shopify-based consumer goods brand**, securing over **200 high-quality backlinks** and improving domain authority by **45%**, resulting in a **60% uplift in search rankings**.
- Enhanced **organic search traffic by 85%** for a **tech startup** by optimizing technical SEO aspects and refining content strategy, leading to a **57% increase in qualified leads** through targeted keyword optimization.
- Led a **Full-Scale Marketing Strategy** for an **education platform**, leading to a **60% improvement in search engine rankings** and a **75% increase in student enrollments**.
- Increased organic visibility for a **financial services client** by **80%** by implementing **PPC and SMM marketing**, which led to a **60% boost in lead generation**.
- Implemented a **localized Marketing strategy** for a **small business client**, resulting in a **70% increase in local search traffic** and a **40% rise in walk-in customers** by optimizing Google My Business profiles and local citations.
- Developed and executed a content marketing strategy for an **e-learning platform**, resulting in a **60% increase in organic traffic** and a **30% boost in course sign-ups**.

These are just a few of the key accomplishments at Hubcom..

Marketing Lead

Bohra Developers | Jan 2018– Jan 2021

Accomplishments

- Directed a comprehensive **Digital Marketing Strategy** for a **Shopify-based fashion e-commerce site**, leading to an **80% increase in organic traffic** and a **65% improvement in conversion rates**.
- Improved site performance for an **automotive dealership** by reducing page load times by **50%**, resulting in a **60% increase in mobile traffic** and higher customer engagement through technical SEO improvements.
- Secured over **100 high-quality backlinks** for a **hospitality business**, boosting domain authority by **35%** and improving keyword rankings, leading to a **55% increase in booking inquiries**.
- Led a successful **Digital Marketing campaign** for a **real estate developer**, resulting in a **70% increase in organic leads**.
- Developed a **Marketing strategy** for a **home decor brand** that increased organic search visibility by **70%** and boosted online sales by **55%** through targeted content marketing and SEO.
- Increased search traffic by **45%** for a **travel agency** through targeted keyword research, on-page optimization, and content marketing, resulting in a **45% increase in bookings**.
- Implemented a comprehensive **Marketing strategy** for a **B2B services provider**, improving search engine visibility by **65%** and increasing qualified leads by **40%** through strategic PPC campaign and content optimization.
- Optimized the website of a **retail client** to drive a **90% increase in organic traffic** and a **70% boost in sales** by enhancing product descriptions, site speed, and local SEO efforts.
- Launched a successful **Digital Marketing campaign** for a **non-profit organization**, increasing online visibility by **90%** and driving a **35% increase in volunteer sign-ups** and donations.
- Conducted a **full-scale SEO campaign** for a **media company**, resulting in a **75% improvement in search rankings** and a **90% increase in organic traffic** by addressing technical SEO issues and optimizing content.

These are just a few examples of the work I did while at Bohra Developers..

SEO Specialist

Hatimi International | **May 2014 – Jan 2018**

Accomplishments

- Achieved a **100% increase in organic traffic** for a **consumer electronics brand** by optimizing site content, improving technical SEO, and conducting effective link-building campaigns.
- Enhanced the **online presence of a healthcare clinic**, leading to a **50% increase in patient inquiries** and a **20% boost in appointment bookings** by optimizing local search visibility and mobile performance.
- Improved SEO performance for a **financial services firm** by **40%**, resulting in a **25% increase in qualified leads** through targeted keyword strategies and on-page optimization.
- Boosted organic search traffic for a **real estate agency** by **35%** by optimizing property listings and implementing a local SEO strategy, leading to a **20% increase in property inquiries**.
- Led a content optimization project for an **e-commerce platform**, increasing organic traffic by **45%** and improving conversion rates by **25%** through targeted content creation and site structure enhancements.

These are just a few of the significant accomplishments during my tenure at Hatimi International.

Skills

Marketing Strategy Development

- Extensive experience in developing comprehensive marketing strategies tailored to various industries, ensuring alignment with overall business goals.
- Skilled in conducting thorough market and competitor analysis to inform strategic decisions and identify growth opportunities.
- Proficient in integrating marketing efforts with broader business initiatives, ensuring cohesive and effective campaigns that drive measurable results.
- Expertise in setting clear, achievable marketing goals and KPIs, and regularly monitoring progress to refine strategies as needed.
- Proven track record of delivering marketing strategies that result in significant improvements in brand awareness, customer engagement, and sales.

Content Marketing & Optimization

- Highly skilled in content creation and optimization, with a focus on engaging and converting target audiences.
- Proficient in developing content strategies that align with marketing objectives, driving both traffic and user engagement.
- Experienced in conducting content gap analysis to identify opportunities for high-impact content that enhances brand visibility.

- Successfully led content marketing projects that resulted in improved search visibility, higher conversion rates, and comprehensive content coverage.

Digital Advertising & PPC

- Deep expertise in managing and optimizing PPC campaigns across platforms like Google Ads, Facebook, and Instagram.
- Skilled in maximizing ROI through targeted ad strategies, audience segmentation, and continuous performance monitoring.
- Proficient in utilizing data-driven insights to refine ad campaigns and improve conversion rates.

Social Media Management

- Extensive experience in managing social media presence across platforms like Facebook, Instagram, LinkedIn, and Twitter.
- Proven ability to grow social media following and engagement through strategic content planning and community management.
- Skilled in creating and executing social media campaigns that align with brand messaging and business goals.

Market Research & Analysis

- Strong ability to conduct in-depth market research and competitor analysis to inform marketing strategies.
- Skilled in interpreting market trends and consumer behavior to guide decision-making and optimize marketing efforts.

Team Leadership & Collaboration

- Proven track record of leading marketing teams, fostering cross-functional collaboration, and aligning marketing initiatives with broader business objectives.
- Skilled in mentoring and developing team members, encouraging continuous improvement and innovation in marketing practices.
- Experienced in managing complex marketing projects and coordinating with stakeholders to ensure seamless execution of strategies.

Marketing Tools & Analytics

- Highly proficient with industry-standard marketing tools, including Google Analytics, SEMrush, Ahrefs, Hootsuite, and more.
- Skilled in using these tools to track performance, analyze data, and refine marketing strategies for continuous improvement.
- Adept at interpreting analytics data to inform decision-making and optimize marketing efforts for maximum impact.

Education

BS in Marketing

Virtual University of Pakistan | 2014 - 2018

Intermediate

Government Degree Boys College | 2012 - 2014

Matric

St Patrick's High School | 2010 - 2012

Certifications

- **Google Analytics Certified**
 - **SEMrush Certified**
 - **HubSpot Certified**
 - **Facebook Certified**
 - **Digital Marketing Certification** - University System of Maryland Through Edx
 - **Advanced SEO Certification** - eMarketing Institute
 - **Google Digital Marketing Certification** - Through Coursera
 - **Advanced Digital Marketing Certification** - Through Coursera
 - **Technical SEO Certification** - Through Coursera
 - **Become a Digital Marketing Specialist** - Through LinkedIn
 - **Digital Marketing Certification** - Through DigiSkills
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Languages

- English
 - Urdu
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