

Muhammad Hamza

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Summary — Results-driven **Digital Marketing Manager** with a strong foundation in computer science and proven experience in **SEO, social media management, and strategic marketing campaigns**. Demonstrated success in increasing brand visibility, lead generation, and customer engagement for **Immigration Advisory Services** and **Rawalpindi Gymkhana Club**. Adept at leveraging tools like **Google Ads, Facebook Ads, and Google Analytics** to deliver measurable results.

Skills

- **Digital Marketing:** SEO, SEM, PPC Campaigns, Content Marketing, Email Marketing
- **Social Media Marketing:** Facebook Ads, Instagram Ads, LinkedIn Campaigns
- **Analytics & Tools:** Google Analytics, Google Ads, Facebook Business Manager
- **Content Creation:** Canva, Adobe Photoshop, Copywriting, Blog Writing
- **Client Engagement:** Lead Generation, CRM Tools
- **Technical Skills:** Website Optimization, WordPress, Basic HTML/CSS

Experience

Digital Marketing Specialist Rawalpindi Gymkhana Club

feb-2023-Nov-2023

Designed and implemented **social media strategies** to increase audience engagement and attract new members. Managed targeted advertising campaigns on **Facebook, Instagram, and Google Ads**, achieving a **20% increase** in membership inquiries.

Created visually appealing content, including graphics and videos, using **Canva** to promote events and club activities.

Monitored campaign performance via **Google Analytics** and prepared comprehensive performance reports.

Marketing Associate Advisory Immigration Services

June-2024 – Aug-2024

Executed **SEO strategies** to optimize website performance, increasing organic traffic by **25%**. Developed and managed **email marketing campaigns** improving client communication and retention.

Created engaging content for social media platforms to build brand awareness and attract qualified leads.

Streamlined lead generation processes through targeted campaigns, increasing conversions.

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Feb-2025 –

Lead and execute **research and development (R&D)** for digital marketing strategies, ensuring alignment with business goals and customer trends. Manage and optimize **social media platforms** (Instagram, Facebook, Twitter, etc.) to enhance brand visibility, customer engagement, and drive sales. Develop and implement effective **Facebook advertising campaigns**, including targeting, budgeting, A/B testing, and performance analysis, resulting in [insert measurable outcome like increased traffic or sales].

Education

Arid University

Bachelor of Science in Computer Science

Achievements

Increased **Rawalpindi Gymkhana Club's social media engagement** by **30%** within 6 months. Boosted organic website traffic for **Immigration Advisory Services** by **25%** through SEO optimization. Successfully generated **high-quality leads** through targeted ad campaigns, improving conversion rates. –