



MUHAMMAD AZEEM

MARKETING SPECIALIST

CONTACT

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EDUCATION

2017-2019 INTERMEDIATE

Punjab Group of Colleges (PGC) |
Bhakkar, Pakistan

2015-2017 MATRICULATION

- GPS Kohawar Kalan | Bhakkar, Pakistan
- Achieved A+ marks

SKILLS

- Digital Marketing
- E-commerce & CMS Platforms (WordPress, Shopify, WooCommerce)
- Content Writing & SEO
- Graphic Design & Media
- Office & Data Management
- Development Skills

LANGUAGES

- Data Entry & Management
- Basic Coding Knowledge
- Google Analytic
- MS Office Suite
- Ai Configuration

PROFILE

Digital Marketing Specialist with over three years of experience in digital strategy, content writing, and e-commerce development. Skilled in WordPress, Shopify, SEO, and a broad spectrum of social media and digital marketing platforms, including Facebook, Instagram, LinkedIn, Pinterest, and Google. Experienced in content creation, marketing analytics, and graphic design, with a proven ability to enhance online presence. Proficient in MS Office, Adobe Photoshop, Canva, and data management tools.

WORK EXPERIENCE

- Bhakkar Network | Bhakkar, Pakistan** 2019-2020
Marketing Expert
 - Developed and executed SEO strategies to boost search engine rankings and organic traffic for the company website.
 - Collaborated with content and design teams to create visually engaging and SEO-optimized content.
 - Managed analytics and reporting to assess campaign effectiveness and recommend improvements.
- SkyAthletes Pvt Ltd** 2021-2023
Marketing and Content Writer
 - Created high-quality, SEO-driven content for the company website, blog, and social media channels, driving traffic and user engagement.
 - Oversaw e-commerce strategies and optimized product listings for higher conversions on Shopify and other platforms.
 - Assisted in digital ad campaign management and tracked key performance indicators to optimize marketing effectiveness.
- UPakistan.pk** 2024
SEO Content Manager
 - Created high-quality, SEO-driven content for Upakistan.pk
 - I have a boost of 55% if their organic traffic with my technical SEO, ON-page and Off-Page SEO

PROJECTS

Full-Stack Business Websites

I have made 25+ Websites including:

- skyathletespk.com
- chicmani.com
- thepalpure.com

Digital Marketing Campaigns

I have created ad campaigns of:

- Meta Ads
- Google Ads
- LinkedIn Ads