

Usama Habib

CONTACT

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Bahria Orchard, Lahore



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EDUCATION

2021

BS(CS)

Qarshi University, Lahore

Digital Skills

- ✓ Social Media Marketing
- ✓ Search Engine Optimization (SEO)
- ✓ Digital Advertising
- ✓ Email Marketing
- ✓ CMS Websites

KEY SKILLS

- ✓ Platform Audit
- ✓ Competitor Research & Analysis
- ✓ Planning & Strategy
- ✓ Platform Optimization
- ✓ Content Generation
- ✓ Platform Management
- ✓ Query Handling
- ✓ User Experience
- ✓ Website Management
- ✓ Advertising Management
- ✓ Reputation Management
- ✓ Reporting & Analytics
- ✓ Project Management

PROFILE

Results-Driven and Passionate Digital Marketer with 3 years of experience developing and implementing marketing campaign strategies for different brands in different industries. Possess a Bachelor's degree in Computer Science and a Digital Marketing Professional certification. I'm Looking to leverage my experience to fill the position of Digital Marketer at your company.

PROFESSIONAL EXPERIENCE

OCT 2020 – November 2022

Digital Marketer

Soft Enterprise / Lahore

- Build new digital strategies and plans to attract potential clients and increase brand awareness and lead generation of company clients.
- Produce original social media content, assistance in the management of promotional budgets, and coordination and management of multiple Marketing Interns and juniors.
- Creation of new, more accurate and efficient marketing metrics, working closely with team, and production of detail reports.
- Reviewed company and client's websites for tracking performance and optimal search engine ranking.
- Manage accounts and track content performance using social media marketing tools including Buffer, Google Analytics, Facebook Insights
- Manage client's SEO, Meta and Google advertisement.
- Analyse and update client's digital marketing strategy in collaboration with the Marketing Manager, resulting in a 30% increase in traffic to the company website over a 6-month period
- Oversee Assist with the planning and execution of a digital marketing campaign leading to a 15% increase in sales
- Awarded Employee of the Month for achieving extraordinary results and constantly performing great work.

Aug 2022 – Nov 2022

Customer Support – Part Time (Evening Shift)

Corcel LLC / Lahore

- Managing truck drivers' schedules and routes
- Scheduling freight to be picked up and delivered
- Providing shipping details to customers
- Documenting all calls, deliveries, routes and times for pickups and deliveries
- Completing paperwork related to shipments, such as invoices
- Handling customer complaints and inquiries
- Book loads, Negotiating rates with brokers and delivery time lines
- Monitoring truck repairs and maintenance schedules.
- Logging customer shipping schedules and complaints.

Platforms

Google, Facebook, Instagram, Pinterest, Twitter, LinkedIn, Tiktok,

Tools

Trello, Slack, Ahrefs, Semrush, Ubersuggest, Trends, Analytics, Search Console, Buzzsumo, Buffer, Canva Pro, Photoshop CC, Camtasia Studio, Filmora

Interests

- ✓ Brand Awareness
- ✓ Leads Generation
- ✓ Client Follow-up
- ✓ Client Engagement

Industries

- ✓ Ecommerce
- ✓ Home Services
- ✓ Real Estate
- ✓ Fintech
- ✓ Fitness
- ✓ Sports
- ✓ Travel
- ✓ Technology

Hobbies

Learning, Networking, Traveling, Photography

Jun 2018 – OCT 2019

Junior SEO

Globex IT Solutions / Lahore

- Follow-up SEO marketing strategy and oversaw successful campaign
- Performed in-depth competitor research & analysis
- Content planning and strategy, with competitor and target audience analysis.
- Created and edited copy for blogs, websites and marketing materials
- Used Google Analytics, Ahrefs, and Semrush to perform SEO analysis and monitor web analytics.
- Monitored site traffic, back links and performance.
- Optimized website and landing pages, resulting in 37% growth in organic traffic over 16 months.

PROFESSIONAL Certifications

- ✓ SEO
- ✓ Digital Marketing
- ✓ Google Ecommerce & Digital Marketing
- ✓ Web Design & Development
- ✓ Microsoft Office Management