

Mirza Ali Shahbaz

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WORK EXPERIENCE

Blimp Digital Marketing & PR

Marketing Associate

Peshawar, Pk

November 2023 - Present

Responsibilities:

- Managed and optimized Google Ads campaigns, consistently achieving high ROI and conversion rates.
- Provided efficient IT support to clients, ensuring seamless operation and troubleshooting of digital marketing tools and platforms.
- Acted as a dedicated account manager for international clients, ensuring strong relationships and seamless communication.
- Responded promptly to client queries, addressing technical issues and providing effective solutions for a positive client experience.
- Spearheaded website design initiatives, creating visually appealing and user-friendly online experiences.
- Oversaw end-to-end social media campaigns, from content creation to performance analysis, driving brand engagement.
- Developed comprehensive project reports, offering key insights and performance metrics for internal and client assessment.
- Crafted persuasive client proposals, outlining tailored strategies to meet diverse business goals and objectives.
- Provided IT support, troubleshooting issues, and ensuring the smooth operation of digital marketing tools and platforms.
- Led client meetings, presenting campaign results, discussing strategies, and addressing client concerns for heightened satisfaction.

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Continued as Digital Marketing Manager

Rawalpindi, Pk

*December 2022 - September 2023
Total Employment Period: 3 Years*

Responsibilities:

- Work closely with web development and design teams, leveraging popular Content Management Systems (CMS) such as WordPress, Wix, Opencart, and Shopify. Ensure seamless integration of marketing initiatives with website design, user experience, and overall brand consistency.
- Successfully managed and executed over 15+ marketing projects, ensuring timely delivery, adherence to budgets, and achievement of project goals.
- Oversee a diverse team of developers, designers, content writers, and SEO specialists. Provide guidance, support, and mentorship to team members, ensuring optimal collaboration and productivity. Facilitate effective project management, prioritize tasks, and allocate resources to meet project deadlines.
- Manage and optimize digital advertising campaigns across platforms, including Facebook Ads, Google AdWords, and other relevant channels. Monitor campaign performance, analyze data, and make data-driven decisions to enhance campaign effectiveness and align with company objectives.
- Prepare comprehensive reports, including SEO performance, marketing metrics, and project updates. Effectively communicate with clients, providing regular updates on campaign progress, milestones, and future project plans.
- Fostered effective cross-functional collaboration by acting as a bridge between web development, design, and marketing teams. This streamlined communication and ensured that marketing initiatives were seamlessly integrated into website design and user experience, leading to cohesive brand messaging and increased customer engagement.

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Marketing Team Lead

Rawalpindi, Pk

Aug 2020 - December 2022

Responsibilities:

- Consulted team on SEO best practices, social media, content creation, and managing client expectations.
- Created monthly SEO reports notifying clients of site traffic, goals, and other KPIs as well as health of SEO campaign and upcoming projects plans.
- Created project plans, managed a team of developers, designers, content writers and SEO.
- Help manage and train new hires on SEO best practices, client consulting, and project management.

- Managed Facebook ads and AdWords while ensuring that marketing message is consistent with the company goals and objectives.
- Managed digital marketing campaigns which were heavily focused on revenue generation and customer retention.
- Worked with the web and design team on most used Content Management Systems including WordPress, Wix, Opencart and Shopify.
- Generated quotations, invoices and project reports for clients using Microsoft Office & Adobe Suite.

Tutify Educational Academy

Head of Information Technology

Islamabad, Pakistan

Apr 2020 - Jan 2022

Responsibilities:

- Facilitated the digital transformation program for the organization.
- Managed official youtube channel of Tutify Educational academy.
- Helped develop and manage the IT team of Tutify.
- Provided leadership and support for the IT department.

Or Sunain Digital Marketing Agency

Social Media Manager

Peshawar, Pakistan

Jul 2020 - Oct 2020

Responsibilities:

- Managed team of 2 social media associates, increasing followers 20%, generating 5+ text, video, and image posts per day.
- Actively responded to and answered 1,000+ customer questions. Increased 1-on-1 engagement with target market by 40%
- Sourced 300+ images and wrote over 200 captions. Used Photoshop and Illustrator to develop 100+ original designs.
- Directed social media campaigns that created a 26% increase in social shares and a 35% increase in overall engagement with posts.
- Created and scheduled 50+ social media posts per week in Facebook, Twitter, Instagram, and other channels.

Virtoxed Technologies

Junior SEO

Rawalpindi, Pakistan

Dec 2019 - Jun 2020

Responsibilities:

- Managed Digital Platforms of clients including YouTube, Facebook, Pinterest, Reddit & Medium etc.
- Managed 3 Youtube Channels and grew them organically to 100k plus views in just 5 months.
- Managed Off Page SEO for Blog based websites.

KEY ACHIEVEMENTS (CERTIFICATES)

- Fundamentals Of Digital Marketing By Google Digital Garage
- Google Data Analytics Professional Certificate (Pursuing)
- SEO By DigiSkills
- Digital Marketing By DigiSkills
- Freelancing By DigiSkills
- Graphic Designing By DigiSkills

SKILLS

Microsoft Office (Word, Excel and Powerpoint) | **Adobe Suite** (Photoshop, Illustrator, InDesign, Xd, Premiere Pro) | **WordPress**, Wix, Shopify | **Google Analytics** | **Google Search Console** | **Google Data Studio** | **Content Creation** | **SEO Tools** (Semrush, Moz, Ahrefs) | **Canva**

INTERESTS

Data Science, Learning and playing guitar, Data Analytics and Basketball