**Faisal**

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**Summary:**

I have developed my skills and expertise through extensive work experience of over 8 years in well reputed organizations. I have done MBA from IBM-UET and B.B.A. Hons from Preston University, Lahore. Holds the credit of gaining international exposure by working in UAE, and OMAN.

**Profile:**

Skilled digital marketer who knows how to keep clients and customers informed and engaged; how to vet, motivate, and manage technical vendors; and maintain business budget and strategic requirements. Demonstrated success managing Internet marketing campaign design, and brand development. Solid management skills, capable of leading and motivating individuals to maximize levels of productivity, while forming cohesive team environments.

**Experience:**

**Destiny SEO Pvt Ltd** Jan 2014 – Dec 2016

**Digital Marketing Head**

* Digital marketing strategies inbound marketing, content marketing for US, Aus, and Canadian brand websites.
* Designed and implemented best pay-per-click Google AdWords advertising strategies
* Implemented best SEO strategies (keywords research & analysis, on-page optimization, off-page SEO practices)
* Conversion optimization, lead buying / selling, mobile optimization
* Affiliate marketing (identifying & recruiting new affiliates, developing and monitoring affiliate promotions)
* Advanced web and marketing analytic
* Social media campaigns and ads management for local and foreign brands
* Email address search, created persuasive 'call-to-actions' email marketing campaigns

**Communicative (IT Outlet.com)** Dec 2012 – Dec 2013

**Digital Marketing Consultant** (Lahore – Pakistan)

* Brand / communication strategy and management
* Developed business SEO, SMO, PPC strategy
* Created content for the entire business site
* Brand development, web site traffic growth
* Manage email marketing campaigns

**Freelance Projects (Self Employed) - Online Contracts with US, Canadian, UK & Australian Employers**

**Search Engine Optimization Expert** Oct 2010 – Nov 2012

* Search engine optimization (white-hat) for over 40+ sites by complying Google Webmaster Guidelines.
* Google Panda & Penguin penalty removal
* SEO copywriting
* Manage social media marketing campaigns
* Web research (finding emails of targeted customers)

**AL Dhareef Goldsmith, LLC** Dec 2006 – Dec 2008

**Sales Executive (Sharjah – UAE)**

* Increased sales at both the main and the satellite markets
* Keep record of both gold purchases and sales with the international market
* Maintain any order fast to meet demands of customers and keep good relationships

**DocMan Limited** June 2005 – Nov 2006

**Computer Operator (Jabel Ali, Dubai – UAE)**

* Handled Ministry of Education Project
* Handled Project of International Petroleum Co, Occidental of Oman, Muscat, Oman
* Dubai Islamic Bank (Sharjah, UAE)

**Education:**

**MASTERS IN BUSINESS ADMINISTRATION (MBA, Marketing)**

IB & M, University of Engineering and Technology, Lahore Pakistan **Aug 2013 to Jan 2015**

**BACHELOR OF BUSINESS ADMINISTRATION (B.B.A. – Marketing)**

Preston University, Lahore, Pakistan **Feb 2009 to Jan 2013**

**AMERICAN HIGH SCHOOL DIPLOMA (equivalent to A-level)**

General Education Testing System **July 2008**

Awards:

* Google AdWords Certified Marketing Partner
* Google Analytics Certified
* WooRank Certified Marketing Partner
* Research articles acceptances in international conferences and journals

Successful Digital Marketing Projects:

1. Beth Bender Beauty - <http://bethbenderbeauty.com> (US Top Eye Makeup Brand)

* Effectively build an SEO & PPC Campaign
* Most successful inbound marketing campaign
* Provide client with specialist digital media planning and buying solutions
* Designed and implemented winning social media advertising campaign to help brand triple ROI

1. Kratom Guides - <http://kratomguides.com> (Affiliate Earning Website)

* The most successful affiliate marketing blog. 1600+ daily unique visitors, 300+ affiliate orders and $30k-40k average monthly sale.
* Implemented best inbound marketing and search engine marketing strategy.
* Partnership with high rank Kratom vendor online stores.

1. EyeClick – Joinbeam.com – Projector Games For Kids

* Successful digital marketing campaign designed and implemented (Best SEO, Social and Paid advertising campaign)

1. Ramsha.pk – Pakistan fastest growing clothing brand

* Highly successful digital marketing campaign designed and implemented (High ROI social media paid advertising campaign)

**Personal Information:**

Date of Birth: Sep 16, 1986

Marital Status: Single

Address: Al Muteena Street, Deira, Dubai