

Naveed Murtaza

Digital Marketer & Content Strategist



Contact



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Affandi Colony Sadiqabad Rawalpindi

About Me

Results-driven Fullstack Marketer & Content Strategist with a proven ability to develop and execute successful campaigns focused on lead generation, e-commerce sales, brand awareness, and brand impression.

Expertise in content strategy, content curation, social media marketing, SEO, and paid advertising across various platforms.

Certifications

- Google Ads - Google Skill Shop
- Social Media Marketing- Hubspot Academy
- SEO- Semrush Academy

Experience

Digital Marketing Manager *Dot Media*

2022 - Present

- As a Digital Marketing Manager and Content/Brand Strategist, I executed the highest-calibre digital marketing campaigns, SEO strategies and wrote proposals & content strategies across diverse industries & international markets, including Dubai, the UK, Canada, Qatar, the USA, Kuwait, and Pakistan.
- Successfully managed ad spend across AED, USD, CAD, PKR, and GBP, delivering outstanding results for clients through strategic paid campaigns.
- My **expertise** spans real estate, tourism, legal services, interior design, maintenance and repair services, mortgage, e-learning, dental and ortho clinics, hospitals, manufacturing, and e-commerce.
- Managed Meta, Google Ads, and LinkedIn campaigns focused on lead generation, e-commerce sales, brand awareness, Local SEO, Off-page SEO, AEO, GEO and performance marketing.
- Developed content calendars, wrote ad copy and scripts, and conducted market research to align strategies with client goals.
- Monitored campaign performance using G-Tag Manager and Facebook Pixels, optimized Google Ads, & provided detailed client reports.
- Collaborated with clients to prioritize objectives, proofread content, & ensure campaign alignment with business goals, & done media buying.
- Worked on crafting event branding content and event branding strategies.
- WordPress Management, ,Elementor, cPanel Domain & Hosting
- Media-buying and Digital PR Activities: Influencer Marketing, Collaborated with broadcast, print, & online news and influencers.

Notable Clients:

UAE: STF Consultancy, 971 Reality, German Advance Medical Center, D4 Dental Lab, Touchstone Wrap, Fixit, Etoile Polyclinic, Luxe Avenue, Smartinn (Smart Home Automation), My Haven Clinic, Starkids Salon, Patels by Aemi, Super Supreme Real Estate, Dosa Diva, CIPES

Qatar: Qatar Factory for Polystyrene Products, AlFeroz Trading, UniPlast.

UK: Yusra Academy, Waqfinty, Rushden Medical Center, Penny Appeal, Right Room (Property Listing & Booking), Right Recruit (Talent Acquisition Agency)

USA: Techsila, TarteelQuran, Sherpa Autos, Heritage Tribe. Khus Khus, Mutt nuts, Boston Real Estate Experts. **Canada:** Azad Mortgages, Muslim Blocks, Tjara- Financing **KSA:** Ridex Transport

Pakistan: Hazza Institute of Technology, The Cloud Services, Cyrus One, Bridge, Marketing, Croft Cottages, Oro Group, Nutricles, Boston Consultants, Executive Hajj & Umrah Surrya Medical Center. Artlife Dental Studio, Taleem Foundation

Digital Marketing Specilist & Copywriter *Maddock Advertising*

2020 - 2022

Executed paid campaigns focused on lead generation, brand awareness, & brand impression. Successfully managed over 800K PKR in ad spend, achieving significant results for clients through targeted paid campaigns..

- Content Strategy:** Created & managed content strategies for social media platforms, company websites, blog posts, paid campaigns, & client budgets.
- Social Media Management:** Utilized tools like Canva & Hubspot SMM, crafted content calendars, video scripts, ad copies, & conducted market research for branding /content strategies.
- Platforms:** Managed campaigns across Facebook Ads, Google Ads, Instagram, YouTube, X (formerly Twitter), Pinterest, and LinkedIn.
- SEO & Website Management:** Wrote SEO-optimized website and blog content, managed WordPress websites (including domain purchasing, hosting, theme setup, and cPanel), and performed SEO tasks i.e. backlinks, guest posts, and keyword research.
- Monthly Reporting & Proposals:** Prepared detailed monthly reports & proposals to track campaign performance and provide strategic recommendations.

Notable Clients

Paris Mall, Venus Tea Store, Elegant Homes & Construction, Sustainable Builders, Al Manzoor Mall, NHA Nawab Housing Associates, Twin Cities Engineering, Ruqaa Real Estate, American Lycetuff School System, The Hair Doctors, Sygma Innovation.

Skills

Digital Marketing Skills

- Social Media Marketing (SMM)
- Pay-Per-Click (PPC) Advertising
- Search Engine Marketing (SEM)
- Search Engine Optimization (SEO)
- Conversion Rate Optimization
- Retargeting and Remarketing
- A/B Testing Testing
- Data Analytics and Reporting

Technical Skills:

- Meta Ads Manager
- Meta Business Manager
- Meta Commerce Manager
- Meta EventsManager
- Google Ads
- Google Analytics
- Google Tag Manager
- Google Search Console
- Linkedin Campaigns Manager
- WordPress
- Hubspot
- Canva
- Snapchat Ads
- TikTok Ads
- MailChimp
- Buffer
- Claude
- SEO(Onpage, Offpage, Local)
- GEO, AEO

Industry Knowledge

- Digital Marketing Trends
- Market Research
- Brand Management
- Consumer Behavior Analysis

Experience

Social Media Manager

Such TV

2019 - 2020

Social Media & Content Strategist: Developed and executed social media and content strategies, creating engaging content for website, social media, and YouTube. Responsibilities included news writing, graphic design, video optimization, and trend research.

Social Media Management: Managed a large social media presence (5M+ Facebook followers, 1M+ YouTube subscribers, 100K+ Twitter followers), posting updates and tracking relevant trends.

Website & YouTube Management: Oversaw website news content and monitored performance via Google Analytics. Managed and optimized the YouTube channel, including adherence to platform policies and restriction removal.

Live Broadcasting & News Coverage: Live-streamed TV content to social media using vMix and covered breaking news, including reporting on current affairs and human rights issues.

Education

BS Media & Mass Communication

NUML Islamabad

2016 - 2020

BS in Media and Mass Communication

Intermediate in Computer Sciences

Modern College of Commerce & Sciences

2012 - 2015

Majors Including Computer Science, Physics & Mathematics

Portfolio

[Portfolio](#)

[Linkedin](#)

References

Refrences will be provided on demand