

# MOAZ ARSHAD

## DIGITAL MARKETING MANAGER

Growth-driven digital marketer with a passion for data & strategy. I help businesses achieve their online goals through effective digital marketing.

### WORK EXPERIENCE

#### Dallas Parrots - Digital Marketing Manager Texas - United States Oct 2023 - Present

- Increased social media following by 30% & engagement by 25%.
- Optimized website for SEO, increasing traffic to 7k per month.
- Designed & implemented user-friendly WordPress site.
- Managed email marketing & paid advertising campaigns.
- Strong communication, writing, & analytical skills.

#### Freelancer Location: Virtual 2018 - Present

6+ years of experience driving measurable results through SEO, social media, and paid advertising.

- SEO: Keyword research, on-page optimization, technical SEO, link building, rank tracking, competitor analysis.
- Social Media Management: Content creation and scheduling, community engagement, social media advertising, campaign analysis.
- Facebook Ads: Campaign creation and management, targeting optimization, ad copywriting, budget allocation, performance measurement.
- Google Ads & PPC: Search and display network campaigns, keyword targeting, ad copywriting, budget allocation, conversion optimization.

#### Premier Choice International - Digital Marketing Team Lead Dubai / Pakistan Feb 2020 - Aug 2023

- Led a team of digital marketing specialists in website management, SEO, and social media marketing.
- Developed and implemented comprehensive digital marketing strategies.
- Assigned and monitored tasks, ensuring team meets deadlines and objectives.
- Provided ongoing coaching and mentorship to team members.
- Proactively identified and implemented new digital marketing technologies and trends.
- Presented marketing reports and recommendations to senior management.

### CONTACT

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- <https://www.linkedin.com/in/muhammad-moaz-arshad-694a8218b/>

### SKILLS

- SEO
- Social Media Management
- Facebook & Instagram Ads
- Google Ads
- Email Marketing

### LANGUAGE

- English
- Urdu



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### WORK EXPERIENCE

#### Premier Choice International - Digital Marketing Executive Dubai / Pakistan Jan 2019 - Jan 2020

- Managed and optimized WordPress website for SEO and user experience.
- Created engaging and informative content for social media platforms.
- Scheduled and published social media posts, monitoring engagement metrics.
- Developed and implemented social media advertising campaigns.
- Analyzed marketing data and reported on key performance indicators (KPIs).

#### LMNTAX - Digital Marketing Intern Virginia, United States July 2018 - Dec 2018

- Created and launched Imntax's website, ensuring a user-friendly and informative experience for tax clients.
- Developed and implemented a social media strategy across relevant platforms, building a strong online presence for Imntax.

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### SKILLS

- SEO
- Social Media Management
- Facebook & Instagram Ads
- Google Ads
- Email Marketing

### LANGUAGE

- English
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### EDUCATION

#### Bahria University Islamabad Bachelor of Computer Science 2015-2019

#### Abacus SAP Project Management Certified 2021

### CERTIFICATIONS

- SEO Certified
- 12 in 1 Digital Marketing Course Certified
- Facebook Ads Certified
- Google Ads Certified
- SAP Certified
- Scrum Master Certified
- Web Development Certified
- Data Analysis and Visualization Certified