

MUHAMMAD MOAZ ARSHAD

DIGITAL MARKETING MANAGER / SOCIAL MEDIA STRATEGIST

CONTACT

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SKILLS

- Search Engine Optimization (SEO)
- Facebook Ads
- Social Media Management
- Email Marketing
- Google Ads
- Google Search Console
- Google Analytics
- Communication
- Reporting & Analysis
- Backlinks Building
- WordPress Website
- CRM
- Team Lead
- Project Management
- Budget Planning
- WordPress SEO
- Lead Generation
- On Page SEO
- Technical SEO
- Email Marketing
- SEO Strategist
- Ecommerce
- Blogging
- Website Content Creation

PROFILE SUMMARY

With nearly 7 years of experience, I am a **Digital Marketing Manager** specializing in SEO, social media management, Facebook Ads, email marketing, lead generation, and WordPress development. My focus is on data-driven strategies that enhance brand visibility and deliver measurable results. Passionate about innovation and creativity, I stay ahead of industry trends to drive success.

WORK EXPERIENCE

Digital Marketing Manager

Digifik January 2024 - Present

- Managed multiple client projects across industries, including ecommerce, real estate, and health sectors.
- Directed organic growth initiatives through SEO, social media management, and targeted campaigns.
- Crafted and executed effective email marketing strategies, driving lead generation and customer retention.
- Developed and monitored social media marketing campaigns tailored to client objectives, increasing ROI.
- Analyzed campaign performance metrics, providing data-driven insights to optimize marketing strategies.

Digital Marketing Manager

Dallas Parrots October 2023 - Present

- Increased organic traffic by 1024% (7k to 84k) in 5 months as SEO Manager & WordPress Team Lead.
- Led a comprehensive website overhaul, improving user experience (UX), aesthetics, and technical SEO for enhanced search engine rankings and user engagement.
- Implemented SEO best practices, achieving top Google rankings for key industry terms and increasing website visibility.
- Improved on-page SEO score by 17 points (76 to 93), ensuring superior website optimization.
- Utilized analytics tools to monitor performance, track key metrics, and assess SEO strategy effectiveness.
- Orchestrated content creation, including website copy, social media posts, and email campaigns to boost brand awareness and sales.
- Managed social media platforms (Facebook, Instagram), driving community engagement and audience growth.
- Collaborated with designers, backlink experts, content creators, and stakeholders to define website goals, target audience, and KPIs.
- Spearheaded a 13-member team, fostering communication and streamlining website design and content strategy.
- Executed advanced technical SEO tactics to optimize website crawling, indexing, and search engine visibility using Google Search Console.
- Leveraged data analytics to inform website optimization strategies, ensuring continuous improvement in organic traffic and search rankings.
- Successfully managed a comprehensive website overhaul project, completing it within a defined timeframe and aligning with business goals.

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EDUCATION

Bachelor's In Computer Science

Bahria University Islamabad

2015-2019

I have done my bachelors in
computer science.

CERTIFICATIONS

12 in 1 Complete Digital Marketing
Course from Udemy

Search Engine Optimization
Complete Specialization Course from
Udemy

Web Development Training from
Bahria University

Project Management Professional
(PMP) Certified from PMI Islamabad

Data Analyst Course from Coursera
and Udemy

SAP Activate Project Manager
Certified from Abacus

LANGUAGES

English Native or Bilingual

Urdu Native or Bilingual

Japanese Basic

Digital Marketing Team Lead

Premier Choice International January 2020 - November 2024

- Spearheaded the digital marketing team to achieve departmental goals and optimize marketing strategies.
- Oversaw all aspects of SEO, content creation, and campaign performance, driving measurable growth.
- Directed social media management and marketing, crafting impactful content and increasing brand awareness.
- Ensured consistent website updates, functionality, and integration of real estate-specific features.

Digital Marketing Executive

Premier Choice International January 2019 - January 2020

- Developed and maintained the company's WordPress website, ensuring optimal performance and user experience.
- Managed social media platforms, creating and executing strategies to boost engagement and brand visibility.
- Conducted on-page and off-page SEO, resulting in improved search engine rankings and organic traffic.
- Designed and managed social media marketing campaigns, increasing lead generation and audience reach.

WordPress Website Intern

LMNTAX July 2018 - December 2018

- I have designed and developed a custom WordPress website for LMNTAX which is a tax consultancy firm in Virginia.
- I created a visually appealing and user-friendly interface catering to the target audience.
- Successfully integrated the company's branding and messaging throughout the website.
- Integrated WordPress themes and plugins to ensure full functionality and meet specific client requirements.
- Mentored the website's content and SEO, including writing and editing various content formats like articles and blog posts.
- Optimized web content for search engines, improving organic traffic and visibility.
- Monitored website traffic and performance metrics, identifying areas for SEO improvement.
- Implemented ongoing SEO strategies to enhance the website's search engine ranking.