

MUHAMMAD MOAZ ARSHAD

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House 557, Street 29, Block C, CBR Town, Islamabad.

OBJECTIVE

With 7+ years as an Ecommerce Manager, I've mastered the art of turning online stores into high-performance sales engines. My expertise lies in building automated systems that recover lost revenue (40%+ reduction in abandoned carts), optimize ad spend (35%+ lower CAC), and boost average order value by 28%+.

WORK EXPERIENCE

DIGIFIK MARKETING AGENCY

Ecommerce Marketing Manager

(January 2024 - present)

- *Lead performance marketing and automation strategies for 12+ e-commerce brands across healthcare, fashion, and luxury goods, managing \$250K+ monthly ad spend*
- *Scaled client profitability by implementing AI-powered retention systems that reduced customer churn by 30%+ and increased LTV by 25%*
- *Built unified sales funnels integrating Meta ads, Klaviyo flows, and GoHighLevel CRM automation to boost ROAS by 40%+*
- *Train and oversee cross-functional teams (designers, copywriters, developers) to execute data-driven campaigns*
- **Key Achievements:**
 - *Automated 80% of manual processes for 3 enterprise clients, saving 50+ hours/month in operations*
 - *Grew a beauty brand from \$50K to \$300K/month in 6 months through funnel optimization*

DALLAS PARROT

Digital Marketing Manager

(October 2023 - present)

- *1024% organic traffic growth (7K → 84K/month) in 5 months*
- *17-point SEO score boost (76 → 93) through technical & on-page optimization*
- *Top Google rankings for 25+ high-intent keywords*
- *Led 13-member team in website overhaul (UX, design, content strategy)*
- *Data-driven campaigns using Google Search Console & analytics*
- *Cross-functional collaboration with designers, content creators, and backlink specialists*

Key Achievement:

- *Scaled a beauty brand's organic revenue by 300% in 6 months through strategic SEO and content realignment.*

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WORK EXPERIENCE

PREMIER CHOICE INTERNATIONAL

(January 2020 - November 2024)

Digital Marketing Team Lead

- *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.*

PREMIER CHOICE INTERNATIONAL

(January 2019 - December 2019)

Digital Marketing Executive

- *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.*

LMNTAX

(July 2018 - December 2018)

WordPress Website Intern

- *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.*

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EDUCATION

BAHRIA UNIVERSITY

(2015 - 2019)

- Completed my Bachelor In Computer Science from Bahria University Islamabad.

SKILLS

- *SEO: Optimized website content and technical SEO to improve organic rankings and increase qualified traffic.*
- *Communication: Crafted compelling marketing messages across channels to engage audiences and drive conversions.*
- *Leadership: Built and mentored high-performing digital marketing teams to execute data-driven campaigns.*
- *AI Marketing: Implemented AI-powered tools for audience segmentation, predictive analytics, and automated campaign optimization.*
- *Social Media Management: Developed and executed social strategies that grew follower base by 67% while boosting engagement rates.*
- *WordPress Websites: Designed, optimized, and maintained high-converting WordPress sites with seamless UX and fast load speeds.*

CERTIFICATIONS

- *HighLevel MasterClass - Complete Guide to using GHL*
- *12 in 1 Complete Digital Marketing Course from Udemy*
- *Search Engine Optimization Complete Specialization Course from Udemy*
- *Ecommerce Complete Course*
- *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*