

Abdul Hafeez

Digital Marketing Specialist

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PROFESSIONAL SUMMARY

- Results-driven digital marketing consultant with over 5 years of significant and progressive experience along with excellent international exposure. Possesses strong success record of digital media management & marketing, content management and website development.
- Experienced in social media marketing, search engine optimization, web traffic management and digital marketing strategy formulation; committed to producing high quality deliverables that are on time, within scope, and on budget. Diligent and highly skilled professional with broad understanding of digital marketing verticals, Google Adwords, Google Analytics, Search Engine Optimization (SEO) and Google Adwords Display Advertisement.
- Proficient in building relationship with clients across organizations and teams; exceptional presentation & interpersonal skills. Expert digital media solution provider and communicator; able to establish rapport with members of diverse groups & promote team cohesiveness.

CORE STRENGTHS & ENABLING SKILLS

- Digital Marketing
- Social Media Marketing
- Search Engine Optimization
- Website Audience Management
- Content Management
- Website Development
- Paid Search & Display Advertisement
- Strategy Formulation
- Google Adwords & Analytics
- E-Commerce Management
- Communication Skills
- Presentation Skills

PROFESSIONAL EXPERIENCE

Masaratal Khair Trading Co., Riyadh, KSA - Working as *"Digital Marketing In charge"*, - Present Responsibilities/Accomplishments:

- Develop relevant content topics to reach the company's target customers.
- Create, curate, and manage all published content (images, video and written).
- Monitor, listen and respond to users in a "Social" way while cultivating leads and sales.
- Conduct online advocacy and open a stream for cross-promotions.
- Develop and expand community and/or influencer outreach efforts.
- Oversee design (i.e.: Facebook Timeline cover, profile pic, thumbnails, ads, landing pages, Twitter profile, Blog, etc.).
- Manage efforts in building online reviews and reputation. Monitor online reviews and respond to each review.
- Analyze key metrics and change strategy as needed.
- Become an advocate for the company in social media spaces, engaging in dialogues and answering questions where appropriate.
- Demonstrate the ability to map out a comprehensive marketing plan. Drive strategies that are proven by testing and metrics.
 - Develop organizational elements in order to implement a proactive process for capturing happy, loyal customer online reviews.
 - Monitor trends in social media tools, applications, channels, design, and strategy.
 - Implement ongoing education to remain highly effective.
 - Report notable threats to appropriate management.

Makkah Publishing Co., Jeddah, KSA

Working as **“Digital Media Consultant”**, December 2017 – June 2019

Responsibilities/Accomplishments:

- Effectively managing digital marketing department; supervising project team and leading assessments, developing strategies, optimization techniques and designing digital marketing plans for clients. Identifying digital marketing capabilities and opportunities, designing proposals and solutions; maintaining liaison with media agencies for project collaboration.
- Overseeing web & digital media platforms of division of advancement; developing web content, architecture and design related functions. Developing digital marketing strategy involving social media marketing, search engine optimization – paid search advertising, display advertisement, web audience management for retargeting and remarketing.
- Performing project evaluation and estimation; handling financial aspect of digital marketing projects and ensuring project execution in specified timeline and budget.
- Evaluating web traffic by analyzing web analytics and designing optimized marketing campaigns, email marketing, social media and display and search advertising. Conducting research and identifying new digital technologies to enhance process efficiency.
- Collaborating with internal & external content managers, editors, designers, developers and other departments to ensure timely completion of projects and meet client expectations.

Thesofalove.com – Amazon Affiliate Blog

My Own Amazon Affiliate Project

Babytown.pk - Online Kids E Commerce Store

Preparing to Launch E-commerce Store under my Command

Amazon.sa – Seller Account

Holding amazon seller account to list products for selling in Saudi.

Digital Marketing Trainer / Consultant – Digital-Technologist.Com

Develop majestic eminent professionals according to need of multinational and mid-level companies.

- Successfully Launched Online Digital Marketing Course, as well as provide online Digital marketing training to professionals.
- Effectively overseeing SEO projects, designing strategy and conducting SEO audits; designing web solutions and ensuring right message is being conveyed and it is creating the right user experience.
- Developing effective strategies to draw on-site traffic. Managed social media marketing projects, supervised advertising campaigns, monitored KPI and evaluated ROI to determine campaign success.

7M Marketing, Karachi, Pakistan

Worked as **“Marketing Communications Manager”**, August 2015 – March 2016

Responsibilities/Accomplishments:

- Supervised workflow of marketing, advertising and public relations operations, facilitated interdepartmental communications and managed external communications.
- Effectively allocated company resources to maximize collaboration, efficiency and creativity in the building and maintenance of consistent branding and corporate identity across marketing and public relations channels.
- Developed and refined marketing goals, pricing strategies, promotional activities and branding in consultation with marketing staff and clients. Conducted market analysis and research to identify trends and opportunities. Supervised creation of internal communications along with digital media platforms and company website.

PROFESSIONAL QUALIFICATION

- **Karachi University Business School (KUBS)** Pakistan (2010 – 2011)
MBA Marketing
- **Karachi University**, Pakistan (2007 – 2009)
BBA

Certifications:

- Google Adwords Search Certification
- Google Adwords Display Advertisement
- Advanced Google Analytics
- Search Engine Optimization (SEMrush)

LINKEDIN RECOMMENDATIONS



Bharath Kancharla

Founder and Managing
Partner at TechnoBreez

November 9, 2017, Bharath was a
client of Abdul's

Abdul Hafeez has a good understanding of the Digital Marketing space. He has provided us with valuable insights and direction to help us increase our presence online.

The approach to go beyond what is expected and help others is a standout quality in him.



Vishal Pathania

Chief Executive Officer at
Digital School Of internet
Marketing Himachal Pradesh

November 8, 2017, Vishal worked
with Abdul in different groups

Digital Marketing is a game of creativity. Abdul Hafeez is a creative mind person. I personally worked with him and my experience with him was fantastic. I specially Recommend him for New and innovative challenges.



Farooq Ahmed

Software Engineer at
Octadyne Systems

Abdul Hafeez is a well connected professional that always takes the time to support anyone in his network. He has a very impressive background and profile and I recommend Hafeez as an expert to connect with and consider for anything appropriate.
