



Muhammad Zahoor Safdar

(Certified Digital Media Marketing Expert)

8 Years Experience: 4 Years Dubai, UAE & 4 Years Lahore, Pakistan
+92 320 5422508, +971522751249
[https://www.linkedin.com/in/muhammad-zahoor/
muhammad.zahoor786@gmail.com](https://www.linkedin.com/in/muhammad-zahoor/muhammad.zahoor786@gmail.com)

OBJECTIVE:

Proven skills in increasing customer engagement and business visibility in online searches through successful Social Media & Google Ads approaches. Experienced in developing marketing initiatives, increasing business success and boosting sales. Excellent analytical, organizational and decision-making abilities.

SKILLS:

Search Engine Optimization (SEO), Pay-Per-Click Advertising (PPC), Social Media Marketing, Social Media Management, Content Marketing, Email Marketing, ASO (App Search Optimisation), Assessing the Effectiveness of Digital Marketing Campaigns, Writing and Editing Skills, Data Analysis.

TOOLS & SOFTWARES:

Google Analytics, Google Ads, Meta Ads Manager, Mailchimp, Hootsuite, SEMrush, Buffer, Canva, HubSpot, Moz, Ahrefs, Sensortower, Appannie, WordPress, Photoshop.

PROFESSIONAL EXPERIENCES:

From	To	Organization & Responsibilities
Jan 2023	Jan 2024	OZ Developers (Pvt) Ltd. Bahria Town Lahore, Pakistan Digital Marketing Expert <ul style="list-style-type: none">- Lead Generation: Implement strategies to generate leads through paid ads, meta ads, Google Ads, and web SEO. 5K+ Leads generated in 5 months.- Paid Ads: Research target audience, create ad copies, optimize campaigns, and analyze data for optimal ROI.- Meta Ads: Optimize meta tags and descriptions, conduct keyword research, and monitor search engine rankings.- Google Ads: Plan and set up campaigns, perform keyword research, optimize ads, and analyze campaign metrics.- Web SEO: Conduct audits, optimize website content, structure, and navigation, monitor performance, and stay updated with SEO best practices. Overall, responsible for driving lead generation through various digital marketing channels, optimizing campaigns, and staying updated with industry trends.
DUBAI, UAE EXPERIENCE		
Oct 2019	Jan 2023	La Mar Clinics (Aesthetic Surgery Center) Al Wasal Road, Dubai, UAE Digital Marketing Specialist <ul style="list-style-type: none">- Social Media Accounts Management- Social Media Marketing- Graphic Design for Social Media- Google Adwards Campaigns- SEO- Managing Accounts Links:<ul style="list-style-type: none">- https://www.instagram.com/lamarcentre/- https://www.facebook.com/lamarclinics

		<ul style="list-style-type: none"> - https://twitter.com/lamarclinics - Tracked and reported on marketing campaign performance monthly to help with optimizing current and future plans. - Created and deployed social media content, engaged with target audiences and boosted reach with strategic ad placements. - Optimized social media channels and web pages to improve SEO and usability. - Created content strategies for digital media. - Built, implemented and updated effective SEO strategies. - Performed in-depth competitor reviews to check competitor activities with ad placement, keyword use, placement bids and landing pages. - Worked effectively under constant pressure of simultaneous project milestones and deliverable deadlines. - Identified appropriate KPIs and reported key metrics from digital campaigns.
LAHORE, PAKISTAN EXPERIENCE		
Jul 2018	Aug 2019	iTorix Solutions ® (Mobile Gaming Studio) Lahore, Pakistan CEO. Game Researcher & App Store Optimization Manager <ul style="list-style-type: none"> - App Store Optimization (ASO) of Apps & Games - Production Ideas and Publishing - Cross Promotion Implementation. - Mobile Games Content for iOS, Android, Amazon - Store Listings in multiple languages for Games in Google Play Store, Apple, Amazon App Stores. - Analyze App Store and Play store for best keywords. - Market research for Apple, Android, Amazon. - Social Media Marketing for Games. - Games Adwords Marketing. - Games Promo Video Creation. - Team Lead and Company Management. - Prepared worksite by setting up required tools and supplies.
Nov 2016	Aug 2018	ZAAWS Studio Pvt. (Ltd). Lahore, Pakistan (Mobile Gaming Studio) Partner and Co-founder Game Researcher & App Store Optimization Manager <ul style="list-style-type: none"> - App Store Optimization - User Acquisition Management - User Retention Techniques - Post-Production Trends and Ideas - Cross Promotion Improvements - Game Descriptions for mobile apps in iOS and Android - Store listings in multiple languages for apps in Google Play Store & Apple App Store - Analyze App Store and Play store for best keywords - Market research for Apple, Android - Deep Data Analysis for Mobile Application Market - Social Media Management - Game Quality Assurance with Latest Market Standards
May 2015	Nov 2016	ICAW Solutions. (Mobile Gaming Studio) Lahore, Pakistan Team Leader <ul style="list-style-type: none"> - Work as an ASO Expert. - Games Data Store listing (iOS & Android), - Photoshop Artist. - 100+ Gaming Projects planning and launching.

I possess extensive experience in all aspects of digital marketing, including the skills mentioned above, and I'm ready to provide detailed insights and accomplishments upon request.

Educational Qualification, Training & IT Skills

BBA SWISS School of Management (Learners University College), Dubai, UAE

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|--------|---|---------------------------|
| (i) | Master Course in Digital Marketing & Business | (Max Business School) |
| (ii) | Real Estate Digital Marketing | (DIGIVERISTY) |
| (iii) | Meta Social Media Marketing Specialization | (Meta, Coursera) |
| (iv) | Certified Digital Media Marketing Expert | (PNY Trainings) |
| (v) | ASO Workshop Completion Certificate | (PNY Trainings) |
| (vi) | The Fundamentals of Digital Marketing | (Google) |
| (vii) | Google Adwords Fundamentals | (Google) |
| (viii) | Social Media Marketing | (Hubspot Academy) |
| (ix) | Introduction to Conversational English | (Alison) |
| (x) | Foundation in Computer Skills | (Peak Solutions) |
| (xi) | Graphic Designing | (Punjab Computer College) |
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PERSONAL PROFILE:

Birthday: 05-05-1986.

Birth place: Lahore, Pakistan.

Languages: Urdu, English.

Nationality: Pakistan

OTHER PROFESSIONAL ACTIVITIES:

- (i) Facebook page management of the followings;
 - a. Mian Muhammad Bukhsh Trust
 - b. Shehersaaz Chartered Town Planners
 - c. Fast Global International
 - (ii) Urdu material composing i.e. newspaper columns, books, brochures, and pamphlets.
 - (iii) Freelancing
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ACHIEVEMENTS:

- Two times "Best Performance Award" from Unique Solutions (The School of Excellence)
- "Certificate of Appreciation" for outstanding services & contribution from Mian Muhammad Bukhsh Trust (MMBT).