






Muhammad Hamza Ijaz

ABOUT ME

To become a competent & dynamic professional working in an organization that places high value on professional growth for self-motivated individuals seeking challenging assignments for responsible positions.

CONTACT INFO

-  +971 50 584 4950
-  Dubai
-  hamzakashmiri1@gmail.com

EDUCATION

University of Lahore - Lahore Aug.2021
Bachelor of Software Engineering

- Completed Bachelor of Science Degree in Software Engineering.

WORK EXPERIENCE

 **Venue 3 Fitness Club| Sales Executive/Fitness Consultant - Dubai, UAE.**

August 2022 to Till date.

- Answering calls and e-mails and providing details of the queries.
- Accompanying visitors and explaining the specifications and facilities of the gym.
- Proofreading and finalizing content of brochures, websites, and other marketing materials.
- Get feedback from existing members.
- Help clients choose the best option from the available alternatives according to their requirements and budget.
- Creating monthly offers to boost sales.

 **Bright Homes Real Estate Brokerage| Digital Marketing Specialist - Dubai, UAE.**

1st February 2022 to August 2022.

- Develop optimization strategies that increase the company's search engine results rankings
- Research SEO keywords to use throughout the company's website and marketing materials
- Set measurable goals that demonstrate improvement in marketing efforts
- Monitor daily performance metrics to understand SEO strategy performance
- Efficiently communicate with other marketing professionals to align goals
- Collaborate with others within the marketing department to manage SEO strategy
- Update content and website links for maximum optimization and search engine rankings
- Write description and post Ads on portals.
- Working on lead generation from paid ad campaigns.
- Make Graphical posts and video adverts to post on social media.

LANGUAGE

| Arabic | English | Urdu | Hindi | Punjabi |
|-------------------|---------|--------|--------|---------|
| Working knowledge | Fluent | Fluent | Fluent | Native |

SKILLS

Management
Google analytics
MS project
SEO
Marketing
Data Analysis
Social Media
Wordpress
HTML
CSS

SOFT WARE SKILLS

BrokerPad
Profolio
Google Analytics
Google My Business
UberSuggest
AHREF
SEOquake
Moz
Semrush
Canva
Adobe PS
Outlook
MS Office
Wondershare Filmora

PERSONAL DETAILS

Date of Birth : 14th Oct,1997

Nationality: Pakistani

CERTIFICATIONS

•Mangools SEO Certificate



WORK EXPERIENCE



Conexagon | Digital Marketing Executive | SEO Specialist - Lahore, Pakistan
April 2020 to December 2021

- Working on lead generation from paid ad campaigns.
- Set measurable goals that demonstrate improvement in marketing efforts.
- Making and implementing strategy to maximize the reach and boost business growth.
- Construct and implement strategy to boost growth and sales of our project.
- Collaborate with others within the marketing department to manage SEO strategy.
- Develop optimization strategies that increase the company's search engine results rankings.