

Husnain Murtaza

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Summary:

To become a successful professional and consultant in the field of Digital Marketing and Social Media and to work with committed & dedicated people in an innovative and challenging world. I learn as fast as work demand and I have plenty of energy and get my job complete in a fast pace and with Quality always a big concern.

Experience:

Digital Marketing and Content Manager

- **Loxvo Technologies**

DURATION:

June 2016 - Present

- Planning and Implementing various off page and on page optimization strategies through Keyword Analysis, Meta tag Optimization, Content Development, Search Engine Submissions, Directory Submissions, Web Research, Blogging and Forums.
- Searching for the keywords useful to achieve excellent "Search engine optimization" of website.
- Writing articles using the gathered information about Project Management majorly Agile Methodology.
- Guest Blogging for Company tool to get higher PA/DA via backlinks.
- Graphic Designing including banners, Gifs, Photo Editing & Resizing.
- Video Making and Editing for Video help guides.
- Social media marketing Strategies for better Online Presence.

Search Engine Specialist

- **Property Link Magazine**

DURATION:

Oct 2015 - Jun 2016 (8 month)

- Updating and maintain the websites on daily basis, SEO, SEM, Social Media Marketing, Reporting, Email Marketing and Online Research.
- Searching for the useful keywords to achieve excellent "Search engine optimization" results.

- Proofread and optimizing articles according to traffic driven strategy.
- Maintain and Arrange the listing using MS Excel.
- Download Reports and Bulk Uploading Files through FTP.
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Technical Content Writer at

- **Global Guideline**

DURATION:

September 2014 - October 2015 (1 year 1 month)

- Searching the web for related information and data.
- Searching for the keywords useful to achieve excellent “Search engine optimization” of that website.
- Writing articles using the gathered information and inserting the keywords as per the context Submitting completed articles online.
- Writing Unique Content on Computer Science and Programming Topics.

Certifications:

- **BASIC COMPUTER IT AND COMMUNICATION SKILLS (PEC)**
- **BASIC ENGLISH LANGUAGE SKILLS (PEC)**

Google Certifications:

- **FUNDAMENTALS OF DIGITAL MARKETING CERTIFICATION (CERTIFICATE ID: 68T EYY 64B)**
- **DIGITAL SALES CERTIFICATION (COMPLETION ID: 2008168)**
- **GOOGLE ANALYTICS (COMPLETION ID: 20086)**
- **GOOGLE MY BUSINESS (COMPLETION ID: 2002268)**
- **WEB DESIGNER BASICS (COMPLETION ID: 20062)**
- **MOBILE SITES CERTIFICATION (COMPLETION ID: 2008112)**

Skills & Expertise:

Content Writing	Quality Assurance
Content Management	Data Entry
Search Content	Microsoft Excel
SEO Copywriting	Social Media Marketing

Social Media	Team Management
Video Editing	Blogging
Basic HTML	Basic CSS

Technical Expertise:

Google Adwords	Google Adsense
Google PageSpeed Insights	Keywordtool.io
Google Keyword Planner	Graphic & Web Designing
Email Marketing	Google Trends
Web Analytics	HTML validators
Web Promotion	Keyword Analyzers
Brand Promotion	Link Popularity Analyzing
Brand Marketing	Web Tracking
Digital Marketing	Stat Counter
Google Analytics	Webmaster Tools

Education:

Virtual University

Bachelor (BSc), Computer Science, 2015 - 2017
Grade: 2.95/4.00 CGPA

Govt. degree college Chichawatni

Intermediate in Fine arts, Humanities/Humanistic Studies, 2010 - 2012
Grade: 61%

Govt. M C High School

Matric, Physics, Chemistry, Biology, Math, 2007 - 2009
Grade: 74 %