



# Faiz UI Hassan

## Digital Marketing Specialist / Web Designer

As a seasoned Digital Marketing Specialist with a solid 4-year track record, I excel in developing and executing strategic digital campaigns that drive brand awareness, engagement, and conversion. Seeking to bring my expertise to a dynamic team where I can contribute to the continued success and growth of digital marketing initiatives.

## Contact

### Phone

+44 7440 538175

### Email

faizibhatti102@gmail.com

### Address

Birmingham - United kingdom

## Education

2016 - 2020

### Bachelor of Computer Science

University of Sargodha

## Skills

- Google Ads
- Facebook / Instagram Ads
- Tiktok / Snapchat Ads
- Email Marketing
- SEO
- Google Analytics
- Marketing Strategies
- Keyword Planner
- Ad Copywriting
- WordPress
- Landing Page Optimization
- Responsive Web Design
- Theme/Plugin Integration

## Language

- English
- Urdu

## Reference

www.faizibhatti.com

## Experience

2021 - 2024

Maylaa International Trading LLC | Jumeirah 1, Dubai

### Digital Marketing Specialist

- Managed digital advertising campaigns, optimizing targeting and budget allocation for maximum ROI.
- Develop and execute effective digital advertising campaigns on Facebook, Google, Instagram, YouTube, Tiktok and snapchat.
- Monitor progress of campaigns using various metrics and submit reports of performance.
- Executed SEO strategies, resulting in a notable increase in website traffic and improved search engine rankings.
- Scheduled and coordinated timely posting across social media channels to maintain a consistent online presence.
- Designed and maintained user-friendly WordPress websites, ensuring seamless functionality.
- Handling 8 Different Brands social media activities at a time.

2020 - 2021

Wixpa Digital Agency | Sargodha - Pakistan

### Social Media Marketing / SEO

- Directed and executed social media advertising campaigns, specializing in audience targeting and keyword optimization.
- Established and managed social media accounts, ensuring consistency in branding and messaging.
- Implemented strategies to increase online sales, lead generation, brand awareness and website traffic.
- Coordinated with the marketing team to align social media strategies with overall business objectives.
- Work on all Goal Objectives and Integrated campaigns both WordPress and Shopify Store.

2018 - 2019

Eastlogic Solution | Remote

### WordPress Developer

- Build websites using WordPress.
- Design new features for existing websites.
- Customize themes to meet clients' requirements.
- Implemented on-page SEO techniques to enhance website visibility and search engine rankings.
- Provided technical support and troubleshooting for website-related issues.

## Courses/Training

- Digital Marketing
- WordPress
- SEO