

Muhammad Haris Saeed Akhunzada

Digital Marketing Manager/Social Media Marketing Manager

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PROFESSIONAL SUMMERY

Solution-oriented, responsible, and able to work in challenging situations. I am a highly motivated professional in digital marketing. I have more than 1 year of experience in Digital Marketing. In this past 1 year, I have worked as a digital marketing manager in different digital marketing agencies and government organizations.

WORK EXPERIENCE

Digital Marketing Strategist & Social Media Manager In Star Rating of Eateries

Food Safety and Halal Food Authority

June-2023

(Peshawar, PK)

- Managing daily Ads campaign to make sure the project is running smoothly on social media platform.
- Ensure the project message is strong enough on all social media accounts so that public know about this project
- Lead the social media team so that everything is running smoothly.
- Create reports on marketing for team performance review.

Digital Marketing Strategist

Plex PR PVT Limited

May 2022- June 2023

(Peshawar, PK)

- Managing daily administrative tasks to ensure the Marketing department runs smoothly
- Conducting market research to identify new revenue opportunities
- Gathering and analyzing consumer behavior data (e.g., web traffic and rankings)
- Help achieve business goals by building strong marketing campaigns.
- Craft strategies for all Marketing teams, including Digital, Advertising, Communications, and Creative.
- Assist with designing branding, positioning, and pricing strategies
- Ensure our brand message is strong and consistent across all channels and marketing efforts (like events, email campaigns, web pages, and promotional material)

Social Media Marketing Manager(Freelancer)

Dada Heights.

June-2022

(Peshawar KP)

- Managing daily Ads campaign to make sure the project is running smoothly on social media platforms
- Ensure the project details are strong enough on all social media accounts so the clients know about the project completion.
- Responsible for creating social media posts and Ads campaigns.

Digital Marketing Associate (Internship)

Preparely Exam Preparation

May-2022 – July-2022

(Peshawar, PK)

- Responsible for making a marketing strategy to promote Preparely.
- Identify opportunities to reach new market segments and expand market share

- Responsible for making Ads campaign
- Keep organized records of marketing metrics and results of past campaigns.

Social Media Manager
British School System

(Jan 2022 - April 2022)
(Peshawar, PK)

- Managing Social Media accounts.
- Creating Daily Posts and Content
- Managing different ad campaigns.

Worked as a Freelancer On different Websites.

I have worked with different people around the world as a freelancer and helped some small businesses grow their sales in Peshawar on Instagram as a digital marketing strategist.

KEY SKILLS

- Video production & editing
- Email marketing
- Influencer marketing
- Facebook Ads and Instagram Ads
- A/B testing
- Proficient in Microsoft Office (Word, Excel, PowerPoint)
- SEO
- Google Ads

EDUCATION

Matriculation

Peshawar Model School

FSC

Government College Peshawar

Bachelors (University Of Peshawar)

GIS& RS (Geoinformatic System and Remote Sensing)

Meta Social Media Marketing Professional Certificate Training Program

Completed In 2022

Google Digital Marketing & E-commerce Professional Certificate Training Program

On progress