



Murtaza Hyder

Digital Marketer

Using my Digital Marketing strategies, I can help digitize your brand and increase your sales. I am an experienced, results-driven digital marketer who helps brands and businesses grow.

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EDUCATION

Diploma in Digital Marketing Institute of Business Administration

12/2021 - 07/2022

Karachi

BS Electrical Engineer FAST-NUCES

08/2016 - 12/2020

Karachi

WORK EXPERIENCE

Social Media Manager Dreams Gift Store Pakistan.

04/2022 - Present

Karachi, Pakistan

Tasks

- To develop the media strategy and campaigns which helps to achieve the desired goals.
- Create, Management & Upload Content on Social Media & online store.
- Create and Campaign Management

Affiliate Marketing Amazon Associates Program

01/2018 - 01/2022

Tasks

- Affiliate Marketing Network
- Social Media Marketing
- Influencer Marketer

Customer Service & Handling Upwork Client

08/2020 - 01/2021

Tasks

- Monitoring social media channels for trends and opportunities also order management and customer services providing the Email Discount Codes to customers.
- Maintaining e-commerce platforms, applications and spreadsheets.
- Creating, managing and editing content on social platforms environment.

SKILLS

Social Media Marketing

MS Office

E-commerce

Online Store Management

Excel & Google Sheets

PPC

E-mail Marketing

WordPress

Digital Marketing

Advertising Strategy

Shopify

SOFT SKILLS TOOLS

Google Analytics, Google Ads & Trends

Meta & Google Ads

Facebook Pixels

Google Tag Manager

Setup Google My Business

Canva Pro & Hootsuite

CERTIFICATES

Amazon PPC- Ecommerce Success Pakistan
(2022 - Present)

Fundamentals of Digital Marketing- Google
(2022 - Present)

Create a Google Ads Search Campaign- Coursera
(11/2021 - Present)

Organic Marketing For Small Businesses- Coursera
(03/2021 - Present)

Shopify Account Setup- Coursera (03/2021 - Present)

LANGUAGES

English

Professional Working
Proficiency

Urdu

Native or Bilingual Proficiency

INTERESTS

Digital Entrepreneurship

Lead Generation

PPC Strategies

Startups

SEO Techniques