



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