

SHAHWAIZ NAZIR

Address: Silicon Heights, Dubai Silicon Oasis,
Dubai, United Arab Emirates

Contact: +971527671081

Date of birth: 04 July 1996

E-mail: shahwaiznazir@gmail.com

Dear Sir/Madam,

I am writing to express my strong interest in the position of Digital Marketing Ad and Social Media Specialist, as well as my expertise in web development with Wix and WordPress, at Digitize Zone. With my comprehensive knowledge and experience in both digital marketing and web development, I am confident in my ability to contribute to your team and drive exceptional results.

As a digital marketing professional with 7 years of experience, I have successfully developed and executed integrated marketing campaigns across various digital channels, including social media, email marketing, and paid advertising. I am skilled in leveraging social media platforms such as Facebook, Instagram, Google, Twitter, and LinkedIn to increase brand visibility, engagement, and conversions. Through strategic audience targeting, compelling content creation, and data-driven analysis, I have consistently achieved and surpassed campaign goals and KPIs.

Moreover, my proficiency in web development, particularly with Wix and WordPress, allows me to create visually appealing and user-friendly websites that align with brand guidelines and marketing objectives. I am adept at customizing themes, implementing SEO best practices, optimizing site speed and performance, and ensuring seamless responsiveness across different devices. My ability to collaborate effectively with cross-functional teams, including designers and content creators, enables me to deliver impactful web solutions that enhance user experience and drive online growth. In my previous role at Digitize Zone, I spearheaded a digital marketing campaign that resulted in a 25% increase in website traffic and a 15% boost in conversion rates within three months. By utilizing targeted Facebook ads, optimizing landing pages, and implementing A/B testing, I successfully enhanced the company's online presence and generated substantial revenue growth. Additionally, I have led website development projects for various clients, managing the entire process from conceptualization to launch, while consistently meeting project deadlines and exceeding client expectations.

I am excited about the opportunity to join and contribute to its continued success. Thank you for considering my application. I have attached my resume for your review, and I would welcome the chance to discuss how my skills and experience align with your needs in further detail.

I look forward to the possibility of working together.

Sincerely,

Shahwaz Nazir



SHAHWAIZ NAZIR

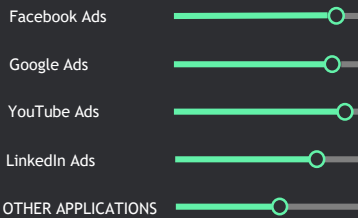
+971527671081 [✉ shahwaiznazir@gmail.com](mailto:shahwaiznazir@gmail.com)

📍 Silicon Heights, Dubai Silicon Oasis,
Dubai, United Arab Emirates

ABOUT ME

Seeking a challenging opportunity to demonstrate my knowledge, skills and experience in a reputable organization offering career growth and professional development.

SKILLS



HOBBIES

Software Development
Information Technology
Mobile Applications
Artificial Intelligence

EDUCATION & QUALIFICATION

- NEWPORT INSTITUTE OF COMMUNICATION AND ECONOMICS
B. Com (Bachelors of Commerce)
- Liaquat College of Management and Sciences
Intermediate (Pre Engineering)

EDUCATION & QUALIFICATION

- Digitize Zone (Director Marketing)
31/10/2022-Till Date
- SUZUKI NASEER AUTOS AUTHORIZED DEALER PSMCL
(Social Media Specialist)
22/02/2017-30/10/2022

I.T PROFICIENCY

- Worked on UCS (Used Car System)
- Worked on CUC (Certified Used Car System)
- Worked on DMIS and its related applications.
- Worked on CRM (Customer Relationship Management)
- Worked on Canva
- Proficient in MS Office and its related applications

WORKED ON AREAS IN DIGITIZE ZONE (DIRECTOR MARKETING)

- 1) Collaborate with the marketing team to create comprehensive digital marketing plans aligned with the company's objectives.
- 2) Identify target audiences, define key performance indicators (KPIs), and develop strategies to drive traffic, engagement, and conversions.
- 3) Conduct keyword research, create and optimize paid search campaigns (Google Ads, YouTube Ads), monitor campaign performance, and make data-driven adjustments to improve results. Optimize website content and structure for search engines, monitor rankings, and execute strategies to improve organic visibility.
- 4) Manage social media accounts (Facebook, Instagram, Twitter, LinkedIn, etc.) to build brand awareness, engage with the audience, and drive traffic. Develop content calendars, create compelling posts, respond to comments, analyze social media metrics, and implement strategies to increase followers and engagement.
- 5) Develop and execute email marketing campaigns, including designing templates, segmenting audiences, writing engaging copy, and monitoring campaign performance. Continuously optimize email campaigns to increase open rates, click-through rates, and conversions.
- 6) Collaborate with the content team to create engaging and relevant content for various digital channels. Develop blog posts, articles, infographics, videos, and other types of content to attract and engage the target audience.
- 7) Monitor and analyze digital marketing campaign performance using tools like Google Analytics and marketing automation platforms. Provide regular reports on key metrics, campaign performance, and ROI. Use data insights to make informed decisions and optimize marketing strategies.
- 8) Identify areas of improvement on the website and landing pages to increase conversion rates. Conduct A/B testing, analyze user behavior, and implement CRO strategies to enhance the user experience and drive conversions.
- 9) Continuously research and stay updated on the latest digital marketing trends, emerging technologies, and best practices. Identify opportunities for innovation and propose new strategies to drive business growth.



WORKING IN AREAS IN SUZUKI NASEER AUTOS (AUTHORIZED DEALER):

- 1) Develop and implement digital marketing strategies aligned with company objectives.
- 2) Manage and advertise on social media platforms to increase brand awareness and drive traffic.
- 3) Create and optimize websites using platforms like Wix and WordPress, ensuring appealing designs and optimal performance.
- 4) Conduct keyword research and optimize search engine campaigns for improved visibility and results.
- 5) Execute email marketing campaigns, segment audiences, and optimize for higher conversions.
- 6) Collaborate with content team to create engaging content across various digital channels.
- 7) Monitor campaign performance, analyze data, and provide reports on key metrics and ROI.
- 8) Improve website conversion rates through A/B testing and user behavior analysis.
- 9) Stay updated on industry trends and propose innovative strategies for business growth.



- 10) Conduct market research to identify target audiences, understand their needs, and tailor marketing strategies accordingly.
- 11) Monitor and manage online reputation through effective social media monitoring and customer engagement.
- 12) Collaborate with graphic designers and content creators to develop visually appealing and engaging digital assets.
- 13) Implement tracking and analytics tools to measure the effectiveness of marketing campaigns and optimize performance.
- 14) Stay informed about industry regulations, data privacy, and best practices to ensure compliance in digital marketing efforts.
- 15) Stay up-to-date with emerging digital marketing trends, technologies, and platforms to maintain a competitive edge.
- 16) Provide recommendations and insights to enhance the user experience and optimize the customer journey on digital platforms.
- 17) Collaborate with cross-functional teams, such as sales and product development, to align marketing strategies with overall business objectives.
- 18) Keep a pulse on competitor activities and industry benchmarks to identify opportunities and areas for improvement.
- 19) Continuously test and refine digital marketing strategies based on data analysis and insights to drive continuous improvement.

References

Will be furnished on request