

# MUBASHIR MAZHAR

Digital Marketing Manager

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## PROFESSIONAL SUMMARY

Results-driven Digital Marketing Manager with extensive experience in lead generation, performance marketing, SEO, PPC, and social media organic and paid ads. Proficient in multitasking and managing multiple campaigns simultaneously. Skilled in HubSpot CRM, Google Analytics, and a range of digital marketing tools. Demonstrated success in increasing ROI, optimizing campaigns, and generating organic traffic. Strong communication skills in multicultural meeting environments

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## KEY SKILLS

### 1. Digital Marketing Strategies

Lead Generation • Performance Marketing • SEO • PPC • Paid Ads (Meta, Google, LinkedIn) • Email Marketing • Content Marketing • Affiliate Marketing • Retargeting/Remarketing • ToFu, MoFu and BoFu Conversion Rate Optimization (CRO)

### 2. Tools & Platforms

Google Search Console (GSC) • HubSpot CRM • Tag Manager • Canva Pro • Google Sheets & Excel • Ahrefs Screaming Frog • Semrush • Moz • SpyFu • Google Analytics

### 3. Analytics & Testing

A/B Testing • ROI Analysis • CTR Optimization • Keyword Research • Analytics

### 4. Design & Development

Landing Page Design • HTML & CSS • UI / UX • WordPress • Elementor

### 5. Reputation & Communication

ORM (Online Reputation Management) • Communication • Video Marketing • Blogging

### 6. Skills & Abilities

Observation • Decision Making • Multitasking

## ACHIEVEMENTS

- Secured 2,100+ high-quality backlinks.
- Drove sales growth through effective SEO strategies.
- Reduced LinkedIn lead generation cost by 75%, from \$80 to \$20 per lead (TYC).
- Achieved a perfect score of 100 on Google PageSpeed Insights (Day Night Marketing).
- Generated a quick ROI of 143% through Google Ads (Projexive).
- Secured a valuable backlink from Entrepreneur.com (Figgers Communication Inc.)
- Built SaaS and eCommerce backlinks that skyrocketed search traffic (ZenFlowchart & ComradSocks)
- Did 70+ publications on Thrive Global by Huffington Post

## CORPORATE WORK EXPERIENCE

### 1. SK Shipping Lines Group (Dubai Based Company)

(Projexive • Provision • Trade Your Container)

*2023 – Present*

#### - Lead Generation Campaigns:

- Ran lead generation campaigns on LinkedIn and Google Ads.
- Automated lead generation with HubSpot CRM.
- Created and managed LinkedIn lead generation form ads for TYC app.

- Conducted A/B testing and lead mapping to identify top-performing campaigns.
- **Search Engine Optimization (SEO):**
  - Generated organic traffic from Google through SEO.
  - Optimized Google Ads campaign for Projexive, resulting in a 143% ROI.
  - Improved site speed for Projexive, enhancing Google Ads performance.
- **Social Media and Content Marketing:**
  - Conducted both paid and organic social media campaigns.
  - Created engaging social media posts for three companies.
  - Performed A/B testing to enhance ROI.
- **Email Marketing and Automation:**
  - Set up Google Workspace with DKIM, DMARC, and SPF for email marketing.
  - Generated leads through targeted email marketing campaigns.
  - Used IFTTT and Zapier to automate tasks and create efficient workflows.
- **Web Development and Security:**
  - Made the Provision website mobile responsive and optimized its speed.
  - Fixed and secured the Projexivetechnology.com website against hacking attempts.
- **Sales and Team Leadership:**
  - Assisted the sales team, bridging marketing and sales for improved productivity.
  - Led the sales team, enhancing workflows for increased efficiency.

## FREELANCE WORK EXPERIENCE

### 1. Freelance Career (Verifiable)

**2013 – 2022**

- Created over 2,100+ backlinks for clients.
- Worked with almost 2,000 clients (mostly USA based).
- Received 950+ positive reviews.

### 2. Link Building Cold Outreach

**2018 – 2023**

- Generated over 30+ backlinks via cold email outreach.
- Sent over 3,000+ cold link-building emails.
- Focused on real and relevant site link building.

### 3. SEO Testing

**2018 – 2023**

- Created 15+ backlinks on a new domain.
- Conducted long-tail keyword research.
- Tested meta descriptions and content freshness.
- Snippet optimization test.

## EDUCATION

### ▪ IQRA UNIVERSITY

Bachelors in Computer Science (Completed in 2018)

### ▪ GOVT. NATIONAL COLLEGE

Intermediate, Sindh Board (Completed in 2014)

## CERTIFICATIONS

1. **LinkedIn:** Developing Your Emotional Intelligence (2017).
2. **LinkedIn:** Embracing Unexpected Change.
3. **LinkedIn:** Creating Lasting Habits.
4. **LinkedIn:** Digital Marketing Foundations (2021).
5. **Google:** Fundamentals of Digital Marketing.
6. **Google:** Digital Marketing & E-commerce Professional Certificate (in progress).