MUHAMMAD HUSNAIN

Digital Marketing Specialist

Digital Marketing Expert with 5+ years of experience in driving brand growth, lead generation, and ROI through strategic marketing and technical expertise.
Skilled in managing teams, budgets, and digital projects to meet marketing goals.

Skills

- **Lead Generation:** Google, Bing, Meta, TikTok, Snapchat Ads.
- **Custom Dashboards/Analytics:** Google Analytics, Excel, Metricool, UTM Builder.
- **SEO/CRO:** Keyword Research, Landing Page Optimization, A/B Testing, SEO/SEM.
- **Website Development:** (HTML, CSS, JavaScript, WordPress, Wix, Squarespace, Shopify Reactjs, Nextjs).
- **Client Communication/Management:** Client relationship, Zoho CRM.
- **Graphic Designing:** Adobe Suite, Canva, Figma.
- **Video Production/Editing:** Video Direction, Davinci Resolve, Adobe Premiere Pro, Adobe After Effects.

Experience

November 2024 - Present
Grand Vision Real Estate

Marketing Manager

Marketing Leadership
- Managed Google Ads, Meta Ads, and Bing Ads campaigns across global markets, with focus on ROI and lead quality
- Built and optimized high-converting landing pages using Next.js, with smooth API connections for real estate listings
- Set up tracking systems to measure campaign success and user behavior

Web & Automation Development
- Created automated systems for lead scoring and distribution, helping sales teams focus on the best leads
- Built email marketing flows that send personalized messages based on user actions
- Set up WhatsApp business API for automated customer messages and lead follow-up
- Integrated CRM with marketing tools to track the full customer journey

SEO & Content Management
- Improved website rankings through technical SEO and content optimization
- Led team in creating engaging content for ads and social media
- Tracked SEO progress and adjusted strategy based on results

Marketing Systems & Analytics
- Set up systems to automatically qualify leads based on behavior and form responses
- Created reports showing marketing performance across all channels
- Built automated workflows to save time and reduce manual work

Team & Project Management
- Guided marketing team to create better ads and content
- Managed projects from start to finish, making sure everything runs smoothly
- Kept up with new marketing trends and taught them to the team

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Contact

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Address
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LinkedIn Profile
Link - Profile

Education

BSc - Science
University of Sindh

Portfolio

Personal Website
Link : Personal - Website

Google Drive
Link: Portfolio - Drive

Github Repository
Link: Github

Languages

- **English: Fluent**
- **Urdu: Native**
- **Hindi: Fluent**

April 2024 - November 2024
Miran Real Estate

Marketing Manager

Digital Marketing & Lead Generation

- Led Google Ads campaigns for the Dubai real estate market, optimizing budgets and achieving high ROAS. Drove substantial increases in traffic and brand awareness.

Content Creation & Social Media Marketing

- Leveraged a data-driven social media strategy to explode brand engagement and follower growth.
- Crafted compelling visuals and engaging captions with relevant hashtags, alongside interactive elements like polls and contests.

Lead Distribution & Website Optimization

- Implemented a CRM system to streamline lead distribution, ensuring qualified leads reach the right agents with efficiency.
- Optimized website for lead capture, featuring clear calls to action and user-friendly forms that propelled conversion rates.
- Mined website traffic data to continuously refine user experience.

Market Research & Strategy

- Developed data-driven digital marketing plans that Exceeded website traffic and brand awareness targets.
- Conducted continuous market research to stay ahead of industry trends, uncover Dubai consumer demographics, and dissect competitor activities.

Digital Marketing Analytics & Reporting

- Tracked campaign performance, generated reports, and optimized KPIs using analytics tools.
- Cultivated a collaborative marketing team environment, fostering continuous improvement in the Dubai real estate market.
- Seamlessly integrated a CRM system to streamline workflows and propel marketing efficiency.

September 2022 - April 2024
Fox Media & Entertainment

Marketing Manager

Performance Marketing & Strategy

- Pioneered and executed strategic SEM campaigns for India, UAE, and the GCC, driving substantial growth in orders for an eCommerce client and improving ROI for luxury real estate clients.
- Engineered performance marketing campaigns across Google, Meta, and Snapchat Ads, increasing customer acquisition and brand visibility.
- Orchestrated multi-channel strategies, effectively aligning social media, search engine, and email campaigns to drive lead generation and improve conversions

Data-Driven Insights & Optimization

- Refined targeting and bidding strategies using data-driven insights from analytics tools to improve performance.
- Monitored and adapted to emerging digital trends, ensuring campaigns remained innovative and competitive in both luxury real estate and eCommerce sectors.

Collaboration & Client Communication

- Collaborated with cross-functional teams to address marketing challenges, utilizing creativity and problem-solving skills to optimize campaigns.
- Communicated effectively with stakeholders, ensuring clarity and alignment of marketing goals.

Sales Team Alignment & Client Satisfaction

- Worked closely with sales teams to ensure marketing strategies were directly supported and aligned with sales objectives.
- Increased client satisfaction by delivering precise and punctual campaign reports, fostering seamless communication, and enhancing the alignment between marketing efforts and sales goals.

September 2019 – August 2022
Basecamp Data Solutions

Marketing Executive & Web Developer

Led & Managed Social Media Strategies
- Managed a team of social media specialists, collaborating to develop and execute effective social media strategies across multiple departments.

Executed Multi-Channel Paid Advertising Campaigns
- Implemented and managed paid advertising campaigns (Search, Display, Remarketing) across various platforms (Google Ads, Bing Ads, Meta Ads, Apple Ads) to achieve marketing objectives.

Analyzed & Optimized Digital Marketing Performance
- Employed web analytics tools (Google Analytics, CRM, WebTrends) to measure and analyze digital marketing efforts, identifying areas for improvement and optimizing campaign effectiveness.

Enhanced Campaign Targeting & Performance
- Conducted comprehensive keyword and negative keyword research to optimize campaign targeting and deliver relevant messages to the right audience.

Extracted Actionable Insights from Data
- Leveraged data manipulation skills (query formulas, pivot tables) to analyze large datasets and extract actionable insights that informed marketing strategies.
- Collaborated on Creative Marketing Initiatives:
- Collaborated with internal teams and clients to develop creative concepts for marketing campaigns and initiatives.

Ensured Digital Asset Security & Performance
- Conducted website backups, cloning, and migrations (Cpanel) to ensure data security and business continuity.
- Implemented web optimization strategies using tools like Google Lighthouse to improve website performance and user experience.

Developed Engaging Marketing Materials
- Created dynamic and responsive email templates to enhance user engagement and drive conversions.

Managed & Maintained Digital Infrastructure
- Managed Google Workspace and domain hosting to ensure the smooth operation of all digital assets.

Bridged Design & Development with React
- Transformed Figma or PSD designs into functional React applications, fostering seamless collaboration between design and development teams.

Enhanced Content with Lottie Animations
- Utilized Adobe Premiere Pro to create engaging Lottie animations, elevating the visual appeal of marketing content.

Technical Experience

Projects

- **Timeout With Ankit - YouTube Channel & Instagram:** Created a successful 3-month social media growth campaign for the "Timeout with Ankit" YouTube channel. Achieved 4M views, 8.5k subscribers on YouTube, and 52k Instagram followers. Utilized Google and Meta ads for high performance. Link:🔗
- **Finance Dashboard:** Built a React JS-powered application with machine learning integration for financial data analysis. Link:🔗
- **Real Estate Next.js Application:** A Next.js real estate app integrated with the Bayut API, facilitating intuitive property browsing and advanced filtering with modern frontend technologies to ensure optimal performance and user experience. Link:🔗
- **Full-Stack Real Estate Platform:** Next.js, integrated with Pixxi CRM API. Features live property listings, advanced search filters, and responsive design using SCSS and Bootstrap. The platform offers real-time property updates, lead capture forms, and smooth user navigation for both buyers and agents. Link:🔗