

MUHAMMAD SHAHZEB

Digital Marketing Specialist | Performance Marketing | Social Media Marketing | SEO/SEM | Paid Media

Ajman, UAE | +971 52 434 1556 | shahzebkhan474@gmail.com | linkedin.com/in/muhammadshahzeb474 |
www.marketingprodx.com | Meta Certified Digital Marketing Associate

PROFESSIONAL SUMMARY

Meta Certified Digital Marketing professional with 6+ years of experience across performance marketing, social media marketing, SEO/SEM, website/CMS management, email marketing, and e-commerce — spanning higher education, B2B, and e-commerce environments in the UAE, Pakistan, and the US. Developed the annual digital marketing budget allocation plan (AED 1.15M) and managed campaigns within it across Google Ads, Meta Ads, email, and social media, increasing Google Ads CTR from 1.15% to 2.70% through audience targeting and continuous optimization. Experienced managing institutional websites (Joomla), e-commerce marketplaces (Amazon Seller Central, Noon Marketplace), and email marketing (GetResponse), with reporting built on Google Analytics 4, Google Search Console and other tools.

CORE SKILLS & TOOLS

Performance Marketing & Paid Media: Google Ads, Meta Ads (Facebook/Instagram), LinkedIn Ads, PPC, SEM, Paid Search, Paid Social, Campaign Optimization, Audience Targeting, Remarketing/Retargeting, A/B Testing, CRO, Landing Page Optimization

SEO & Organic Growth: On-Page SEO, Off-Page SEO, Local SEO, Keyword Research, Link Building, Search Ranking Improvement

Social Media Marketing: Social Media Strategy, Content Marketing, Content Planning & Scheduling, Campaign Coordination, Social Media Analytics, Hootsuite, Buffer, Meta Business Suite

Analytics & Tracking: Google Analytics 4, Google Tag Manager, SEMrush, Facebook Analytics, Campaign Reporting, ROI Analysis

Website Management, CMS & E-Commerce: WordPress, Joomla, Shopify, Website Content Management, Content Publishing, Amazon Seller Central, Noon Marketplace, Basic HTML/CSS

Email Marketing & CRM: GetResponse, Mailchimp (basic), HubSpot CRM (basic)

Creative Tools: Adobe Photoshop, Adobe Illustrator, Canva

AI Productivity Tools: CapCut, Opus

PROFESSIONAL EXPERIENCE

Social Media and Digital Marketing Assistant

Aug 2023 – Aug 2026

Horizon University College (formerly Skyline University College) — Ajman, UAE

- Prepared annual digital marketing plans (AED 1.15M) outlining campaign objectives, media mix, budget allocation, timelines, and expected outcomes, then managed day-to-day campaigns within the approved budget across search, display, and remarketing.
- Evaluated vendors and approved purchases for the Media & Communication tools/software budget, covering SEO tools, email marketing platforms, and design assets.
- Managed and maintained the university's Joomla CMS, publishing website content, building web pages, updating policy pages, and supporting SEO-driven content optimization.
- Managed social media platforms, content planning, publishing schedules, campaign coordination, and engagement monitoring across multiple platforms as part of the university's integrated marketing strategy.
- Adopted AI tools (Opus Pro, CapCut) to streamline video production for campaign and scholarship content.
- Planned and executed GetResponse email marketing campaigns, including weekly newsletters, quarterly updates, an annual Newline, and admissions promotions.
- Increased Google Ads CTR from 1.15% to 2.70% through audience targeting, retargeting, and iterative creative testing.
- Partnered with an external SEO agency to strengthen institutional search rankings, and presented performance reports and budget recommendations to senior leadership.
- Managed performance marketing campaigns generating approximately 3,500–4,000 qualified leads annually, contributing to around 100 student enrollments and supporting an estimated AED 2–4 million in annual tuition revenue through digital acquisition channels.

Digital Marketing Executive

Sep 2022 – Jun 2023

Propus General Trading LLC — Dubai, UAE

- Designed, developed, and launched the company's SEO-optimized website, creating the digital foundation for brand awareness, lead generation, and e-commerce growth.
- Built and managed Amazon Seller Central and Noon Marketplace storefronts, optimizing product listings and running paid campaigns to drive e-commerce sales.
- Executed Google Ads and social media campaigns that built brand awareness and generated qualified leads.
- Produced internal creative and marketing materials using Adobe Tools and Canva.
- Implemented on-page SEO and link-building to grow organic search visibility.

Digital Marketing Executive

Oct 2021 – Jun 2022

Texitech — Karachi, Pakistan

- Planned, launched, monitored, and optimized Google Ads campaigns to increase qualified traffic and improve campaign performance for technology clients.
- Executed paid social campaigns across Facebook and Instagram to support company's marketing goals.
- Managed content scheduling, engagement monitoring, and performance reporting for client social accounts.

Digital Marketing Executive (Remote)

Aug 2020 – Jan 2022

Affordable Refinishing LLC — Raleigh, USA

- Executed, monitored, and continuously optimized Google Ads campaigns that generated a consistent stream of qualified inbound leads.
- Built a local SEO strategy — on-page optimization, keyword research, content optimization, link building — that grew organic traffic.
- Achieved a first-page Google ranking for the keyword 'bathtub refinishing Durham,' strengthening local search visibility.
- Ran limited Meta Ads campaigns to support secondary brand awareness.

Breakthru — Karachi, Pakistan

Oct 2016 – Jan 2022

Live Chat / Lead Generation Expert

Sep 2021 – Jan 2022

- Provided real-time live chat support and generated qualified sales and service leads for multiple U.S.-based businesses.
- Maintained high customer satisfaction ratings and ensured data accuracy through lead audits.

Associate Trainer (Promotion)

Jan 2021 – Sep 2021

- Promoted from Live Chat Expert to Associate Trainer based on performance.
- Conducted training sessions for new hires on customer service protocols and lead generation processes; created onboarding materials and SOPs.
- Collected feedback and evaluated training effectiveness for continuous improvement.

Live Chat / Lead Generation Expert

Oct 2016 – Jan 2021

- Provided real-time live chat support for multiple U.S.-based businesses, generating qualified sales and service leads.
- Maintained high customer satisfaction ratings and supported sales pipeline growth through proactive engagement and follow-ups.

EDUCATION

Bachelor of Science in Computer Science (In Progress)

Virtual University of Pakistan

CERTIFICATIONS

- Meta Social Media Marketing Professional Certificate – Meta (Coursera), 2025
- Meta Blueprint Verified Badge – Meta
- Digital Marketing Certificate – CCEE, NED University, Karachi
- Web Development Certificate – NIST, Karachi

In Progress

- Google Project Management Professional Certificate – Coursera