



Muhammad Huzaifa

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ABOUT ME

I am an optimistic and creatively-driven individual who thrives on solving challenges. My journey as a Senior Manager for Key Accounts in the realm of digital marketing has been both exhilarating and enriching, spanning four years of dedicated experience.

In my current role, I specialize in fostering client relationships, spearheading digital transformations, and ensuring the seamless delivery of projects. My expertise encompasses a comprehensive range of digital marketing facets, including SEO, social media marketing, PPC, email marketing, conversion rate optimization, website design & development, and application development.

Beyond technical proficiency, I excel in communication, negotiation, conflict resolution, project management, proposal formation, and presentation skills. I am deeply passionate about leveraging these skills to drive impactful results and exceed client expectations consistently.

Looking ahead, I am eager to expand my career horizons within the dynamic landscape of digital marketing and sales. Concurrently, I am committed to pursuing a master's degree in digital marketing and communications, aiming to deepen my knowledge and stay at the forefront of industry advancements.

Outside of my professional pursuits, I find joy in various hobbies such as playing chess, crafting miniature architectural models, exploring interior design concepts, indulging in travel adventures, and immersing myself in diverse cultures.

My ultimate goal is to streamline and automate processes to eliminate the need for my current role, thereby creating opportunities for further growth and innovation within the digital marketing sphere.

WORK EXPERIENCE

5 AUG 2024 – CURRENT London, United Kingdom

MARKETING & PR LEAD HUMRAHE

- Develop and implement quarterly marketing plans aligned with business goals, ensuring strategic focus and measurable outcomes.
- Collaborate with company leadership to proactively report on team performance versus targets, offering insights and recommendations.
- Proactively manage an increasing marketing budget, optimizing spend to hit ROI targets tied to CAC (Customer Acquisition Cost) and LTV (Lifetime Value) objectives.
- Lead and manage a diverse team including social media managers, designers, animators, and content writers to ensure cohesive and impactful campaigns.
- Refine brand positioning and messaging to ensure consistency across all touchpoints and communication channels.
- Liaise with product, tech, and operations teams to ensure seamless execution of marketing campaigns and initiatives.
- Lead the development and implementation of targeted campaigns that resonate with our audience(s), driving engagement and growth.
- Create processes to deepen our connection with members, generating insights that enhance their experience and refine marketing programs.
- Embrace innovation and explore AI opportunities to enhance marketing strategies, automation, and campaign effectiveness.
- Recruit, onboard, and mentor new team members, setting clear goals and KPIs to drive individual and team success.

- Foster a culture of motivation, collaboration, and continuous improvement within the marketing team.
- Implement data-driven decision-making processes to drive continuous improvement and optimize marketing performance.
- Allocate and prioritize marketing budgets effectively to maximize ROI and ensure efficient resource management.
- Manage resources efficiently to support campaign execution and optimization, ensuring timely and successful delivery.
- Engage with potential investors to explore partnerships and secure potential investments for scaling Humrahe Tours.

16 NOV 2023 – CURRENT Karachi, Pakistan

SENIOR MANAGER - KEY ACCOUNT MANAGEMENT CANVAS DIGITAL

- Generating an individual monthly revenue of \$25,000+ with key accounts.
- Business development for key accounts through digital marketing strategy and digital transformation.
- Managing International key account client's portfolio
- Exquisite delivery of digital marketing strategy through in-depth research, and professional proposal.
- Build long-term relationships with new and existing key accounts.
- Provide custom Digital Solutions to remove bottlenecks and improve overall CAC and ROI.
- Target Market Analysis and Competitor Analysis to help existing clients grow beyond the Industry average and rank higher on search engines.
- Managing Sales Funnel for clients aiming to launch custom campaigns for better lead generation and improving conversions.
- 360 Digital Marketing Expert with a firm grip on SEO, Social Media Marketing, PPC, Email Marketing, Conversion Rate Optimization, Website Design & Development, Web & Mobile Application Development.
- Liaise between the clients and internal teams to ensure timely management and delivery of services as per client requirements.

23 MAY 2022 – 10 NOV 2023 Karachi, Pakistan

ASSOCIATE VICE PRESIDENT - KEY ACCOUNT MANAGER LOGICOSE

- Generating a monthly revenue of \$20,000+ with key accounts
- Targetting to convert a potential pipeline of \$40,000+ on a monthly basis
- Business development for key accounts through digital marketing strategy and digital transformation.
- Exquisite delivery of digital marketing strategy through in-depth research, and professional proposal.
- Provide custom Digital Solutions to remove bottlenecks and improve overall CAC and ROI.
- Managing Sales Funnel for clients aiming to launch custom campaigns for better lead generation and improving conversions.
- 360 Digital Marketing Expert with a firm grip on SEO, Social Media Marketing, PPC, Email Marketing, and Website Development.

10 JAN 2022 – 20 MAY 2022 Karachi, Pakistan

DIGITAL MARKETING MANAGER QRIOSITYNET

- Manage a team of Designer, Content Writer, and Developer
- Content Management for social media, i.e. Facebook, Instagram, LinkedIn, Twitter, YouTube, and TikTok
- Goal-oriented campaigns to increase engagement of Students, Fresh Graduates, Universities, and Companies on the website and social media
- Advertisement Management for a monthly budget of Rs.50,000 for Facebook, Instagram, and LinkedIn
- On-page SEO for the website through short-tail and long-tail keyword research, blog management, Google AdWords, and reviewing weekly analytics on SEMRush and Ahrefs.
- Evaluate brand performance based on the business KPIs
- Propose business ideas for the growth of the brand and strategic implementation of ideas

8 JUL 2021 – 18 AUG 2021 Karachi, Pakistan

RESEARCH & INNOVATION INTERN K ELECTRIC

- Research on current distribution strategies employed at KE
- Propose three potential projects that improve the position of electricity distribution in Karachi
- Support the team on the feasibility of current projects
- Support the business strategy team to streamline daily tasks

SOCIAL MEDIA MANAGER KHAN ACADEMY URDU

- Management of Social Media accounts, i.e. Facebook, Instagram, and YouTube
- Design goal-oriented campaigns to drive traffic to the YouTube channel of Khan Academy Urdu and increase engagement on Social Media
- Content Creation and Design for Social Media posts through Canva
- Community Management for students of ages 6-18 yrs with interactive posts
- Launched an Influencer Marketing campaign with Bee Gul, Hadiqa Kiyani, Azra Alvi, Sania Saeed, Hishaam Sarwar, Salman Hameed, Rabya Kulsoom, Maha Hasan, and Usman Mazhar.
- Launched the first-ever online art competition, "Shahkaar" by Khan Academy Urdu during COVID'19
- Advertisement management for Facebook and Instagram
- Generate monthly insights for Social Media

EDUCATION AND TRAINING

20 AUG 2018 – 4 JUN 2022 Karachi, Pakistan

BACHELOR'S OF SCIENCE - ELECTRICAL ENGINEERING Habib UniversityWebsite <https://habib.edu.pk/>**LANGUAGE SKILLS**Mother tongue(s): **URDU**

Other language(s):

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
ENGLISH	C2	C2	C2	C2	C2

*Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user***DIGITAL SKILLS**

Business to Business (B2B) Sales Services | B2B and B2C Communication skills | B2B management | Team Management Tools (Slack, Asana) | Project Management Software (Jira, Trello, Workfront, Sharepoint, etc.) | MS Power Platform (Power Apps, Power Automate, Power BI) | Data Analysis, Data Discovery, Data Profiling | JIRA - Intermediate level | Hubspot | Sales Force CRM | Microsoft Office | Digital transformations | Digital Marketing | Email Marketing | Social Media Marketing | SEO | Wordpress | Canva | Meta Business Suite | Facebook Ads | Meta Ads Manager | Google Tag Manager | Google Analytics | Google Ads | Google Search Console | Google Trends | Matlab | SEMrush | Ahrefs | Helium 10 | Amazon Seller Central | SEM

HOBBIES AND INTERESTS

Travelling

Reading

Chess

Guitar

Interior Designing

Sketching