



# MUHAMMAD HAMMAD USMAN

## PERSONAL INFO.

- 0301-6649302
- hammad.usman.yt@gmail.com
- www.hammadusman.com
- Bhekewal, Link Wahdat Road, Lahore

## SKILLS

- Social Media Marketing (Meta Ads)
- PPC Ads on Google Ads
- Creative Editing on Adobe
- Social Media Management
- Tracking Performance using Google Analytics

## EDUCATION

Bachelors of Business Information Systems

University of Managment and Technology

2020-2024

Secured CGPA: 2.86

Intermediate-FSc-Pre Engineering

Unique Group of Institutions

2017-2019

Secured Percentage: 75% (A+)

Matric (Science)

Unique Group of Institutions

2014 - 2016

Secured Percentage: 83.18% (A+)

## LANGUAGES

English

Urdu

Punjabi

## PROFILE

As a digital marketer, I will boost brand visibility through targeted Google Ads and social media strategies, enhancing customer engagement. My analytics expertise will optimize marketing ROI, while my team management skills will promote collaboration, driving revenue growth for the company.

## WORK EXPERIENCE

**Position: Marketing Officer**

**Company: SRC Pvt Ltd**

**Period:** April 2024 – October 2024

- Managed social media content for SRC Pvt Ltd, SaafnSafe, Sidex, FIXO, and TAZA.
- Developed strategies to boost social media engagement.
- Created ad campaign strategies for SRC Pvt Ltd.
- Designed marketing materials, including billboards and packaging.
- Compiled an 80+ page website audit for SRC Pvt Ltd.

**Position: Digital Marketing Intern**

**Company: Soft Enterprise**

**Period:** Feb 2024 - April 2024

- Specialized in social media management and marketing.
- Managed social media for various brands.
- Created and optimized Meta Ads.

**Position: Social Media Marketer**

**Company: Brands Trade**

**Period:** Sep 2023 - Jan 2024

- Managed social media for FMCG Shopify stores.
- Created content to boost visibility and engagement.
- Optimized ads for higher conversions.

## ACHIEVEMENTS

- Google Search Ads Certification (Google Skillshop)**
  - Date of Completion: September 8, 2023
- Google Analytics Certification (Google Skillshop)**
  - Date of Completion: September 8, 2023
- Google Ads Measurement Certification (Google Skillshop)**
  - Date of Completion: February 8, 2024
- Google Workspace Applications Course (Applied Digital Skills)**
  - Date of Completion: February 4, 2024