

HAMZA RAZA TAJRI

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Education

Master of Science (MSc) - Marketing Brunel University London	2018-2019
Bachelors in Business Administration (BBA) - Marketing Bahria University Karachi	2014-2018

Work Experience

Digital Marketing Manager at *AIFA Services LLC (Dubai, UAE)* *July 2023 - Present*

- Developed and executed comprehensive marketing strategies to achieve business objectives.
- Generated high-quality leads through a variety of online and offline channels, contributing to increased sales and brand exposure.
- Implemented a robust content marketing strategy, driving significant organic traffic growth SEO through targeted campaigns.
- Proficiently planned, executed, and optimized PPC campaigns, notably on Google Ads, resulting in increased web traffic and conversions.
- Demonstrated a strong aptitude for managing advertising budgets effectively and conducting in-depth campaign performance analysis, particularly on Meta Ads and Google Ads platforms.
- Strategically enhanced customer retention and remarketing efforts by leveraging HubSpot and Email marketing to engage and re-engage customers, resulting in increased customer loyalty and repeat business.

Digital Marketing Manager at *DMARKETERS (Karachi, Pakistan)* *August 2020 - May 2023*

- Develop and implement agency-wide marketing strategies for new and existing services.
- Manage a diverse portfolio of 25+ clients, both local and international.
- Build and maintain strong client relationships, addressing their needs and expectations.
- Strategize and manage PPC campaigns on platforms like Google Ads, optimizing keywords and ad spend.
- Oversee social media marketing efforts on platforms such as Facebook, Instagram, TikTok, Google, YouTube, Twitter, and LinkedIn.

Digital Marketing Specialist at *ILOVEGREENER (London, UK) Remote* *January 2020 - July 2020*

- Strategically designed digital media campaigns in alignment with business objectives, emphasizing ROI and brand expansion.
- Efficiently coordinated the development of digital content across multiple channels, including the website, blogs, Instagram, and Facebook.
- Proficiently managed end-to-end digital activities, overseeing the conception, execution, and optimization of digital marketing initiatives.

PR ASSOCIATE at *Hedhntz Group Ltd (London, United Kingdom)* *May 2019 - June 2019*

- Fostered lasting client relationships to generate new business opportunities.
- Identified and assessed job candidates to maintain a high-quality talent pool.
- Implemented effective sales strategies to meet recruitment targets and optimize growth.

Marketing Specialist at *West 5 International (Luton, United Kingdom)* *October 2018 - May 2019*

- Develop and implement marketing strategies for properties, including new developments and existing listings.
- Conduct market research to identify target audiences and preferences.
- Create and manage diverse marketing campaigns across digital and print mediums.
- Oversee ad placements online (Google Ads, Real Estate Portals, Facebook) and coordinate Residential fairs/expos.

Certifications

CIM Level 4 - Award in Digital Marketing
Google Certified (Google Search & Display)
Youtube Marketing Udemey
SEO Masterclass Udemey

Technical Skills

Social Media: Facebook, Instagram, Twitter, Pinterest, TikTok, Snapchat
Email Marketing/ CRM Platforms: HubSpot, Salesforce, Mailchimp, GetResponse, Klaviyo
SEO Tools: Google Keywords Planner, SEMrush
Advertising Platforms: Google Ads, Meta Ads, LinkedIn Advertising
Content Creation Tools: Canva Pro, Photoshop (Basic), Capcut
PMS / CRO tools: Asana, Trello, Optimizely, Unbounce.