

# MUHAMMAD NOMAN KHALID

(IT Professional - BS (Hons) Software Engineering)

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## WHY YOU SHOULD HIRE ME?

- *“Google Certified”* Digital Marketing Specialist, Self-motivated, Experienced and Diligent Professional with in-depth knowledge of IT.
- Ready to add value to your organization as I have strong background in IT. Result-oriented and Active Team Player capable of accomplishing Projects timely as per requirement.
- Energetic, Prolific and Confident IT Professional with leading abilities to demonstrate significant multitasking skills with good understanding of Softwares. *“Google Certified”* Digital Marketing Specialist with an experience of working 300+ projects, who analyzes all aspects & run marketing campaigns accordingly.

## ACADEMIC RECORDS

### BS (Hons) Software Engineering

- I completed my 4-Year degree of Bachelors in Software Engineering from University of Gujrat during the session (2015-2019).

### Higher Secondary School Certificate

- I completed my degree of F.Sc Pre-Engineering during the session (2013-2015), securing 79.4% marks with an “A” Grade.

### Matriculation (Science Subjects)

- I completed matriculation during the session (2012-2013), securing 81.4% marks with an “A” Grade.

## TECHNICAL SKILLS

• Digital Marketing	• ASP.NET
• HTML5, CSS	• Project Management
• SEO	• C++
• WordPress	• Social Media Marketing
• HTML Email Template	• Rosetta Software
• WordPress	• eCommerce Website Handling

## HANDS ON SOFTWARE

• Microsoft Office	• Microsoft Project
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• Visual Studio Code	• Microsoft Visio
• Microsoft Visual Studio	• Screaming Frog
• Salesforce	• Google Analytics
• Google My Business	• Facebook Ad Campaigns

## PROFESSIONAL WORK EXPERIENCE

### **Banking Services Officer - BSO (MCB BANK LIMITED)**

(Jan 17, 2022 - Mar 14, 2023)

**Project:** Bankinfg Services Officer

**Location:** Gujrat

**Duties Performed:**

- Account Opening
- Listening to customer's queries, resolve them & provide them solutions accordingly.
- Handling internal Bank Operations such as daily reporting, self-auditing & account processing.
- Contacting potential customers to generate more leads & sales.
- Cross-selling organization's customer specific products including Loans & Banca.

### **Digital Marketing Specialist (Softlinkage Software House)**

(Jan 05, 2020 to 15 Dec 2021)

**Project:** Digital Marketing Strategist

**Location:** Lahore

**Duties Performed:**

- Developing and implementing a digital marketing strategy
- Managing the digital marketing calendar
- Experience executing paid social media campaigns
- Estimating & managing client's digital marketing budget
- Proficiency with SEO & Marketing tools such as Yoast, SEMRush, Google, Instagram and Facebook Ads etc.
- Knowledge of content management systems
- Search Engine Optimization (Both On Page & Off Page)
- Handling & Optimization of WordPress websites of clients.
- Handling Social Media Platforms.
- Running Google Ads & Social Media ads to get leads.
- Managing eCommerce Stores.

### **Freelancing**

(Dec 01, 2019 to Jul 05, 2020)

**Services:** Digital Marketing, SEO & Content Writing

**Location:** Remote (Work From Home)

**Duties Performed:**

- Website Audit
- Keyword Research
- SEO Optimized Article Writing based on well-researched keyword to rank on first page of Google.
- On Page SEO & Off Page SEO

- Social Media Marketing Campaigns & Social media account handler.

## CERTIFICATIONS

- **Digital Marketing** (*Google Certified*)
- **Google My Business** (*Google Certified*)
- **Social Media Marketing** (*HubSpot Certified*)
- **SEO – Search Engine Optimization** (*DigiSkills Certified - Govt. of Pakistan*)
- **Freelancing** (*DigiSkills Certified – Govt. of Pakistan*)
- **Content Writing** (*DigiSkills Certified – Govt. of Pakistan*)

## REFERENCE

\*Reference will be provided on requirement.