

MUHAMMAD NOUMAN ALI

Digital Marketing Specialist

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SUMMARY

Digital Marketing Specialist with 4+ years of experience in SEO, SEM, PPC, and social media strategies to increase brand visibility and drive qualified leads. Skilled in multi-platform campaigns, content optimization, and analytics to improve ROI. Experienced in project hunting, lead generation, and client outreach. Known for creativity, innovation, and collaboration.

EDUCATION

Bachelor of Science in Software Engineering

2016 – 2020

[University of Abbottabad, K.P.K Pakistan](#)

DIGITAL MARKETING SKILLS

[Core Marketing Skills](#) – Search Engine Optimization (SEO), Search Engine Marketing (SEM), Pay-Per-Click (PPC)

Advertising, Social Media Marketing, Content Marketing, Email Marketing

[Analytics & Optimization](#) – Analytics Tools, Conversion Rate Optimization (CRO), A/B Testing

[Advertising Platforms](#) – Google Ads, Facebook Ads, Instagram Ads, LinkedIn Ads

[Business & Growth Activities](#) – Project Hunting, Lead Generation, Client Outreach, Market Research

[Professional Strengths](#) – Creativity, Innovation, Communication, Collaboration

TECHNICAL & SOFTWARE SKILLS

[Design & Productivity Tools](#) – Adobe Photoshop

[Office Automation](#) – Microsoft Word, Excel, PowerPoint

WORK EXPERIENCE

Digital Marketing Specialist – [iDot Solutions, Swat Pakistan](#)

June 2023 – Present

- Plan and execute SEO, SEM, PPC, and social media campaigns to increase brand visibility and lead generation.
- Manage digital advertising platforms and optimize content across multiple channels for higher engagement and conversions.
- Analyze performance metrics and apply CRO techniques to improve campaign ROI.
- Support business growth through project hunting, client outreach, and lead generation.
- Collaborate with teams to align marketing strategies with business objectives.

Digital Marketing Specialist – [Tremax.co.uk](#)

Dec 2021 – May 2023

- Developed and implemented digital marketing strategies aligned with business goals.
- Managed multi-channel campaigns across SEO, SEM, social media, content marketing, and email marketing.
- Analyzed campaign performance metrics and optimized strategies to maximize ROI.
- Conducted market research and stayed updated with the latest industry trends and best practices.

IT Support & Office Management – [Rahman Travel Agency, Kabal Swat](#)

Jul 2020 – Dec 2022

- Developed and maintained management applications and web portals to streamline operations.
- Assisted clients with travel planning, bookings, and itinerary recommendations.
- Handled reservations, documentation, and customer support throughout the travel process.
- Built and maintained relationships with suppliers to optimize service delivery and client satisfaction.

DRIVING SKILLS

- Holds Light Transport Vehicle license.

REFERENCES

- Available upon request