



AZIZ UR REHMAN

MARKETING MANAGER / PROJECT MANAGER

CONTACT

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SKILLS

- Project Management
- Team Leadership & Management
- Digital Marketing Strategy
- Social Media Advertising
- Search Engine Optimization (SEO)
- Paid Advertising (PPC)
- Lead Generation & Conversion Optimization
- Branding & Content Marketing

CERTIFICATIONS & TRAINING

- Google Ads Certification - Google
- HubSpot Social Media Marketing - HubSpot Academy
- Facebook Blueprint Certification - Meta
- SEO Advanced Training - SEMrush Academy



PROFILE

Results-driven **Marketing Expert & Team Leader** with experience in **digital marketing, SEO, PPC, and social media strategy**. Proven ability to lead remote teams, optimize marketing campaigns, and drive business growth. Experienced in Pakistani & international markets, providing strategic solutions to improve brand visibility and ROI.



WORK EXPERIENCE

Marketing Team Leader | Starlink Care - UK (Remote) (2023 - Present)

- Developed and executed digital marketing strategies for UK-based clients, enhancing brand visibility.
- Led a team of digital marketers, developers, and graphic designers, ensuring high-quality execution.
- Provided SEO solutions, boosting organic traffic by 150% for multiple clients.
- Managed PPC campaigns, achieving a 40% increase in ad ROI within 6 months.
- Oversaw website development projects, ensuring user-friendly, optimized designs.
- Designed compelling graphics and branding materials to enhance marketing campaigns.
- Conducted in-depth market research, competitor analysis, and performance tracking for campaign optimization.

Freelance Digital Marketing & Web Consultant (Global Clients - Remote) (2022 - Present)

- Delivered SEO, content marketing, and paid advertising solutions to clients in the USA, UK, Canada, and UAE.
- Managed website development projects, ensuring responsive and conversion-optimized designs.
- Created professional logos, social media posts, and branding materials to establish strong brand identities.
- Designed and executed Google & Facebook Ads campaigns, achieving 5%+ CTR on average.
- Built and optimized e-commerce websites on platforms like WordPress, Shopify, and Wix.
- Enhanced lead generation funnels, increasing conversion rates by 30%.
- Provided consultation and training on branding, marketing automation, and digital growth strategies.
- Oversee market research to identify emerging trends, customer needs, and competitor strategies.

Digital Marketing & Web Development Executive | Blupixel (Pakistan) (2019 - 2021)

- Assisted in SEO and content marketing for local and international clients, increasing traffic significantly.
- Managed website design and maintenance, ensuring SEO-friendly, modern layouts.
- Handled social media advertising, increasing engagement rates by 60%.
- Created graphics for social media, ads, and branding, improving audience retention.
- Conducted website audits and UI/UX improvements to enhance user experience.



PORTFOLIO

- [Portfolio A](#)
- [Portfolio B](#)