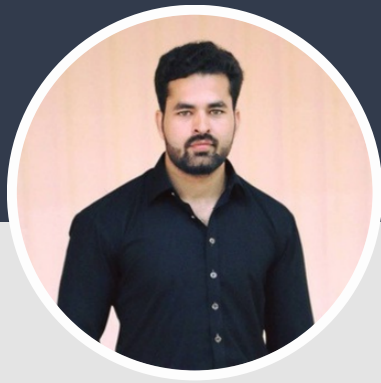


# SIRAJ DAWAR

## DIGITAL MARKETING MANAGER



### CONTACT

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Phnom Penh, Cambodia

www.sirajdawar.com

### EDUCATION

- 2016-2020
- UNIVERSITY OF  
ENGINEERING AND  
TECHNOLOGY, PESHAWAR
- Computer System  
Engineering

### SUCCESSFUL ACCOMPLISHMENTS

- Achieved a 20% increase acquisition rate through effective outreach
- Generated up to 20% more leads for Dhooch Alabyath EST
- Achieved 24% SEMP's through GOOGLE STACK STRATEGY for Radeyah information Tech EST
- Improve website Ranking (SEO) Ultimus USA



### PROFILE

I am a HubSpot, Google and Meta Certified Digital Marketer, with Eight years of international experience spanning the UK, USA, UAE, and global markets. I specialize in boosting customer acquisition through marketing strategies like SEO, social media, and email campaigns. My tech-savvy skills are devoted to improving companies' customer acquisition strategies. Hire me for my proficiency in providing 360° marketing solutions.



### WORK EXPERIENCE

#### DIGITAL MARKETING MANAGER

Scoutgies Marketing Group, Phnom Phen

2024- PRESENT

- Spearheading multi-channel digital marketing campaigns, including SEO, PPC, programmatic ads, and content marketing, to drive brand engagement and lead acquisition.
- Overseeing campaign performance analysis, optimizing ad spend, and improving conversion rates through data-driven strategies.
- Managing a diverse team of marketers, designers, and content creators to ensure on-time project completion and consistent quality improvements.
- Strengthening client relationships, leading to a higher retention rate and an increase in project success rates.
- Leading A/B testing and ad copy optimization to maximize ad efficiency and customer engagement.

#### INBOUND MARKETING MANAGER

Dhooch Alabyath Technologies EST, DIP Dubai

2023- 2024

- Orchestrated inbound marketing activities, resulting in a 20% increase in lead generation.
- Optimized logistics, cutting costs and lead time by 20%.
- Crafted and implemented successful marketing plans, contributing to a 14% increase in 2023-24.
- Launched impactful email campaigns, acquiring 40% new subscribers.
- Led and supervised a team of more than 10 professionals.

#### DIGITAL MARKETING EXECUTIVE

Radeyah Information Technologies EST, DIP Dubai

2022-2023

- Created solution-based execution plans to achieve business goals based on Google Analytics and internal reporting data.
- Directed traffic growth strategies, SEO, content distribution, email marketing, and trackbacks.
- Created and distributed monthly SEO reports to notify clients of site traffic, goals and KPIs

- Boosted Sale and Lead Generation for MarkwebIT UK
- Enhanced SEO Ranking For Furniture Mecca Quran Pak Academy UAE

## CERTIFICATION

- HubSpot Digital Marketing
- HubSpot Paid Advertisement
- HubSpot Email Marketing
- Google Digital Marketing
- Specialist Meta Ads Specialist
- Website Designing & Development

## CORE EXPERIENCE

- Digital Marketing
- Social media Marketing SMM
- Search Engine Optimization SEO
- Paid Advertisement
- Marketing Strategy
- Website Management CMS
- SEPM's Creation
- Google Stack Strategy
- White Hat SEO

## SKILLS

- Digital Marketing
- Business Strategy
- CMS Communication Skills
- CRM
- ECommerce
- Email Marketing
- Hubspot
- Paid advertisement
- Interpersonal Skills

- Monitored and analyzed market and competitor metrics to inform digital marketing strategies
- Planned and executed web, SEO, database marketing and social media advertising campaigns
- Increased brand awareness through creation and management of social media channels, boosting social media engagement by 28%
- Improved website visibility through development and implementation of SEO strategies including Google Stack Strategy.

### DIGITAL MEDIA EXPERT (FREELANCING)

c2o (Cabcall Outsource) UK 2020-2022 British BPO 2020-2022

- Implemented omni-channel marketing strategies, leading to a 10% increase in online visibility.
- Conducted impactful email campaigns, resulting in a 15% increase in open & click-through rates.
- Managed HubSpot CMS for website optimization, achieving a 20% improvement in data accuracy.
- Performed successful paid advertisement campaigns, driving a 15% increase in customer acquisition.
- Planned and improved content for enhanced performance, resulting in a 20% increase in user engagement.

### WEB & DIGITAL MARKETING MANAGER (FREELANCING)

Ultimus (Software Company) USA 2020-2022

- Managed website projects using CMS, leading to a 25% improvement in website loading speed.
- Controlled HubSpot CRM and CMS, contributing to a 20% increase in lead conversion rates.
- Conducted comprehensive software testing for newly launched products, provided refined suggestions for UI/UX enhancement.
- Designed and developed website pages to improve the overall look and feel Executed successful SEO, SMM, and email marketing campaigns, resulting in a 10% increase in performance metrics.

### MARKETING PRODUCT MANAGER ( FREELANCING)

MarkwebIT (UK) 2018-2020

- Directed product marketing activities, resulting in a 10% increase in customer acquisition.
- Streamlined SEO and paid campaigns, resulting in a 10% increase in engagement.
- Managed Client projects, delivering 100% of projects within specified timelines.

### SEO SPEPCIALIST ( FREELANCING)

Furniture Mecca (UAE) 2018-2020

- Improved site ranking through SEO activities, achieving an 10% improvement in search engine rankings.
- Carried out impactful social media campaigns, resulting in a 10% increase in brand engagement.
- Enhanced impactful social media campaigns, resulting in a 40% increase in brand engagement.

- Attention to Detail
- Website management
- Lead Generation
- Teamwork
- search engine optimization
- SEO
- SMM
- Social media marketing
- Marketing strategy
- Critical Thinking
- Google
- Meta
- Analytics & Reporting
- Leadership
- Google Analytics GA4
- Meta Ads
- Google Ads
- SEMRush / Ahrefs
- Canva
- Campaign management
- Creativity
- Proactive
- Collaborative
- Google Stack Strategy
- ON page SEO
- OFF page SEO
- Backlinks Creation and implementation

## INDUSTRIAL EXPOSURE

- SAASIT
- TechFinTech
- Finance
- Accounting
- Realestate
- Medical
- Healthcare
- Fashion
- Sports
- Ecommerce



### CEO & Co-FOUNDER

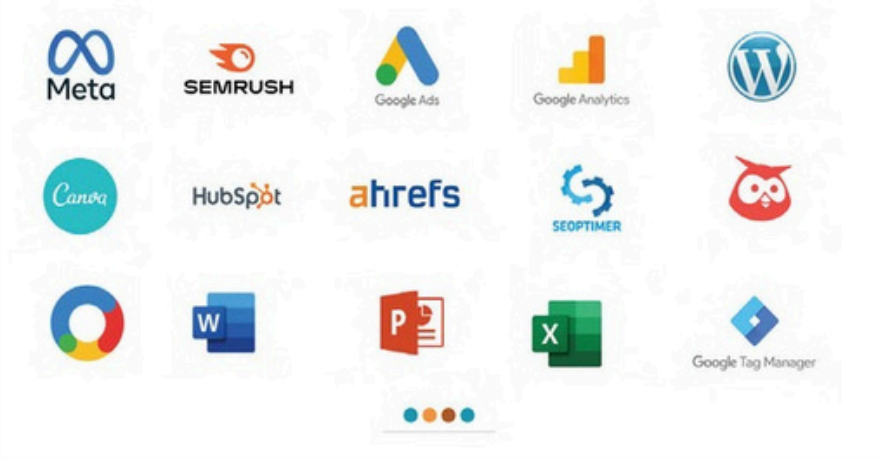
TimeZetta (ISLAMABAD, PAKISTAN)

2016-2022

- Improved site ranking through SEO activities, achieving an 10% improvement in search engine rankings.
- Carried out impactful social media campaigns, resulting in a 10% increase in brand engagement.
- Enhanced impactful social media campaigns, resulting in a 40% increase in brand engagement.

## MARKETING TOOLS

Worldwide



## KEY RESPONSIBILITIES

### GLIMPSE OF MAIN JOB ROLES

#### 360° Campaign Strategy:

- Directed product marketing activities, resulting in a 10% increase in customer acquisition.
- Streamlined SEO and paid campaigns, resulting in a 10% increase in engagement.
- Managed Client projects, delivering 100% of projects within specified timelines.

#### Business Marketing Strategy:

- Develop and execute business-focused marketing strategies aligned with overall organizational goals. Conduct market research to identify trends and opportunities, providing insights to shape strategic marketing initiatives

#### Content Creation:

- Create engaging and relevant content for digital platforms, including website, social media, and email campaigns. Collaborate with the creative team to develop compelling visuals and multimedia content.

#### SEO and Website Management:

- Conduct keyword research and implement SEO strategies to improve website visibility and search engine rankings. Oversee website maintenance, ensuring content is up-to-date and user-friendly.

- Wholesale
- AI
- Aquaculture
- Immigration
- Agency
- Design
- Media
- BPO
- Solar Energy
- D2C
- B2B
- B2C
- Gaming
- Online Gaming
- Real time play Games

## LANGUAGES

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- English (Fluent)
- Hindi (Fluent)
- Urdu (Fluent)
- Pashto (Fluent)

### Google Stack Strategy:

- Experienced in implementing the Google Stack Strategy to enhance website authority and search engine rankings. Proficient in creating high-quality backlinks through strategic link-building techniques and leveraging Google's own properties to maximize SEO impact.

### Social Media Marketing:

- Develop and execute social media strategies to build brand presence and engage with the target audience. Monitor social media trends and implement innovative campaigns to increase follower interaction and brand loyalty.

### Paid Advertising Mastery:

- Drive results with precision-targeted and compelling paid ad campaigns. I optimize for maximum reach, ensuring impactful engagement while optimizing your budget. Elevate your brand with strategic paid advertising for measurable conversions and boosted profitability.

### Email Marketing:

- Plan and execute email campaigns to nurture leads, promote products, and drive customer retention. Analyze email performance metrics and implement improvements for future campaigns.

### Analytics and Reporting:

- Utilize analytics tools to track, measure, and report on the performance of digital marketing efforts. Provide regular reports and insights to management, highlighting key performance indicators and areas for improvement.