

Mirza Ali Shahbaz

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PROFESSIONAL SUMMARY

- Results-driven Full Stack Marketer with 5+ years of experience in SEO, SEM, paid social, and web development. Proven track record of generating leads, managing large-scale campaigns, and executing full-funnel growth strategies across Google Ads, Meta, and LinkedIn.

SKILLS

- SEM (Google Ads)
- Meta & LinkedIn Ads
- Lead Generation
- Team Leadership
- Project Management
- Client Management
- SEO (Technical, On-Page & Off-Page SEO)
- Web Design & Management (WordPress, Shopify, Wix and Weebly)

TOOLS

- **Analytics & Tracking:** Google Analytics, Google Search Console, Google Tag Manager
- **SEO:** Semrush, Moz, Ahrefs, Screaming Frog
- **Design & Prototyping:** Canva, Figma
- **Adobe Suite:** Photoshop, Illustrator, InDesign, After Effects, Premiere Pro

WORK EXPERIENCE

Blimp Digital Marketing & PR
Marketing Associate

Peshawar, Pk
November 2023 - Present

Responsibilities:

- Planned and executed digital marketing strategies for multiple local and international clients across different industries
- Worked closely with design, web development, and video production teams to manage projects from brief to final delivery
- Managed social media content calendars, captions, and creative briefs for Facebook, Instagram, TikTok, and LinkedIn
- Coordinated internal teams to ensure timelines, quality standards, and brand consistency were met
- Wrote website copy, service pages, blogs, and campaign content aligned with brand tone and business goals
- Handled client communication, requirement gathering, feedback, and revisions to ensure smooth project flow

- Assisted in website development projects by supporting content structure, messaging, and launch coordination
- Supported paid advertising activities including ad setup, monitoring, and performance optimization
- Conducted market and competitor research to inform content strategy and campaign planning
- Ensured all marketing materials followed client branding, platform guidelines, and marketing objectives

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Continued as Marketing Manager

Rawalpindi, Pk

December 2022 - September 2023

Total Employment Period: 3 Years

Responsibilities:

- Work closely with web development and design teams, leveraging popular Content Management Systems (CMS) such as WordPress, Wix, Opencart, and Shopify. Ensure seamless integration of marketing initiatives with website design, user experience, and overall brand consistency.
- Successfully managed and executed over 15+ marketing projects, ensuring timely delivery, adherence to budgets, and achievement of project goals.
- Oversee a diverse team of developers, designers, content writers, and SEO specialists. Provide guidance, support, and mentorship to team members, ensuring optimal collaboration and productivity. Facilitate effective project management, prioritize tasks, and allocate resources to meet project deadlines.
- Manage and optimize digital advertising campaigns across platforms, including Facebook Ads, Google AdWords, and other relevant channels. Monitor campaign performance, analyze data, and make data-driven decisions to enhance campaign effectiveness and align with company objectives.
- Prepare comprehensive reports, including SEO performance, marketing metrics, and project updates. Effectively communicate with clients, providing regular updates on campaign progress, milestones, and future project plans.
- Fostered effective cross-functional collaboration by acting as a bridge between web development, design, and marketing teams. This streamlined communication and ensured that marketing initiatives were seamlessly integrated into website design and user experience, leading to cohesive brand messaging and increased customer engagement.

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Marketing Team Lead

Rawalpindi, Pk

Aug 2020 - December 2022

Responsibilities:

- Consulted team on SEO best practices, social media, content creation, and managing client expectations.
- Created monthly SEO reports notifying clients of site traffic, goals, and other KPIs as well as health of SEO campaign and upcoming projects plans.
- Created project plans, managed a team of developers, designers, content writers and SEO.
- Help manage and train new hires on SEO best practices, client consulting, and project management.
- Managed Facebook ads and AdWords while ensuring that marketing message is consistent with the company goals and objectives.

- Managed digital marketing campaigns which were heavily focused on revenue generation and customer retention.
- Worked with the web and design team on most used Content Management Systems including WordPress, Wix, Opencart and Shopify.

Tutify Educational Academy
Marketing & IT Manager

Islamabad, Pakistan
Apr 2020 - Jan 2022

Responsibilities:

- Facilitated the digital transformation program for the organization.
- Managed official youtube channel of Tutify Educational academy.
- Helped develop and manage the IT team of Tutify.
- Provided leadership and support for the IT department.

OS Digital Marketing
Social Media Manager

Peshawar, Pakistan
Jul 2020 - Oct 2020

Responsibilities:

- Managed team of 2 social media associates, increasing followers 20%, generating 5+ text, video, and image posts per day.
- Actively responded to and answered 1,000+ customer questions. Increased 1-on-1 engagement with target market by 40%
- Sourced 300+ images and wrote over 200 captions. Used Photoshop and Illustrator to develop 100+ original designs.
- Directed social media campaigns that created a 26% increase in social shares and a 35% increase in overall engagement with posts.
- Created and scheduled 50+ social media posts per week in Facebook, Twitter, Instagram, and other channels.

Virtoxed Technologies
Junior SEO

Rawalpindi, Pakistan
Dec 2019 - Jun 2020

Responsibilities:

- Managed Digital Platforms of clients including YouTube, Facebook, Pinterest, Reddit & Medium etc.
- Managed 3 Youtube Channels and grew them organically to 100k plus views in just 5 months.
- Managed Off Page SEO for Blog based websites.

PORTFOLIO/LINKS

- [LinkedIn Profile](#) – Learn more about my background and professional achievements
- [Personal Website](#) – Explore my portfolio of marketing campaigns, web design projects, and case studies
- [Google Skillshop Certifications](#) – View my verified certifications in Google Ads, Analytics, and more

CERTIFICATIONS

- Google Ads Search Certification
- Google Display Ads Certification
- Google AI Shopping Ads Certification
- Google Analytics Certification
- Hubspot Academy SEO Certification
- Hubspot Academy Digital Advertising Certification

