

MUHAMMAD SALMAN

Digital Marketing Specialist

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Date of Birth: 20-03-1996 (Age 29 years)

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Professional Summary

Digital Marketing Specialist with over 4 years of experience in Digital Marketing, SEO, Social media strategy & Content Creation, Team leadership. Proven track record in generating high-quality leads and scaling ROI & ROAS through data-driven campaigns. Skilled in Meta Ads, Google Ads, SEO, SEM, and analytics with a passion for innovation and business growth.

Skills & Tools

SEO, SEM, SMM, Lead Generation, Content Creation, Copywriting, Data Analytics, Ecommerce Management, Email Marketing, WhatsApp marketing, ROI, ROAS.

Tools: Meta Ads Manager, Google Ads, Google Analytics, SEMrush, Ubersuggest, Hub spot, Helium 10, Hoot suite, WordPress, Wix.com, Canva, Cap Cut, Adobe Photoshop, Illustrator, Premiere Pro.

Professional Experience

1. Digital Marketing Specialist – JJ interiors & maintenance, Dubai (Home Renovation & Technical Services)
(Instagram: @jjhomemaintenacne Website: jjhomerefurbish.com)
October 2024 – Present

- Established complete digital setup for the newly launched brand, including website, SEO, Meta Ads, Google Ads, and social media presence.
- Acquired 6 high-ticket clients through strategic digital campaigns, generating revenue of: **AED 62,000 (Oct 2024), 32,000 & 43,000 (Nov 2024), 47,000 (Dec 2024), 10,000 & 16,000 (Mar–Apr 2025).**
- Grew Instagram to 1K+ followers organically through Reels, keyword-rich captions, and engaging content strategy.
- Launched and managed Meta Ads for lead generation; built remarketing systems via WhatsApp, calls, and email.
- Executed SEO strategies: website setup, on-page & technical SEO, blog creation, and landing page optimization.
- Managed Google Ads (Search, Display, and Call), conducted A/B testing, and used analytics to drive traffic and leads.
- Leveraged WhatsApp Business, email marketing, and Dubai-based community groups for low-cost, high-impact outreach.

2. Digital Marketing Specialist – Najmat Maharat Technical Services, Dubai (Home Renovation & maintenance)

(Instagram: @najmatmaharat website: www.najmatmaharat.com)

May 2024 – September 2024

- Built the company's entire digital marketing foundation from scratch, including website creation, basic SEO, and social media setup.
- Developed organic content strategies that generated leads with a limited marketing budget.
- Managed and optimized Meta Ads campaigns to boost brand visibility.
- Established the company's Instagram presence and created engaging posts to build the initial follower base.
- Secured the company's first two high-ticket clients worth **AED 35,000 and AED 38,000** through organic outreach and digital follow-up.
- Played a key role in positioning Najmat Maharat in Dubai's competitive home renovation market via digital channels.

3. Sales & Marketing Executive – Vibrant Marketing Management (Du Channel Partner), Dubai

Mar 2022 – May 2023

- Conducted high-volume outbound sales calls to promote DU postpaid mobile plans with 1-year contracts.
- Managed lead generation and product listings via Facebook Marketplace to attract qualified customers.
- Consistently **achieved 22–25 sales per month, with plans valued at AED 200–1,000.**
- **Reached a record 52 sales in March 2024**, earning a Top 10 ranking among all DU channel partners.
- Built strong customer relationships through effective communication, needs analysis, and follow-up.
- Maintained accurate listings and ensured timely updates to maximize lead conversion.

Education

Bachelors in Computer Applications – Amity University

2024 – Ongoing

Bachelors of Arts – University of Punjab, Pakistan

2019 – 2021

Diploma in Advertising & Short Film – University of Gujrat, Pakistan

2018 – 2019

Certifications

Google Ads Display Certification – Google Digital Academy, 2024

Semrush SEO Course – Semrush, 2024

Digital Marketing Fundamentals – IIDE, 2024

Languages

English, Urdu, Punjabi, Arabic (Reading, writing)