



MUHAMMAD SALMAN

DIGITAL MARKETING
SPECIALIST

Website: www.salmanjamil.site

CONTACT



0554125495



salmanjamil626@gmail.com



Skycourts Towers,
Dubailand, Dubai

EDUCATION

Bachelors in Computer Applications
2024-Continue, Amity University

Bachelors of Arts General
2019-2021, University of Punjab-Pakistan

Diploma in Advertising & short film
2018-2019, University of Gujrat-Pakistan

Google Ads Display Certification
2024-Google Digital Academy

Semrush SEO Course
2024-Semrush

Digital Marketing Fundamentals
2024-IIDE-The Digital School

LANGUAGE

English

Urdu & Punjabi

EXPERTISE

Adobe suite(Photoshop, Illustrator, Premiere pro)
Canva, WordPress, SEMrush, Ahrefs, Google analytics, Moz,
Hoot Suit, Buffer, Microsoft Office, FL Studio, Ubersuggest,
Chatgpt, Runway ML, Capcut, Helium 10, AI Generative Tools,
Mailchimp, Hubspot, Shopify, Amazon

ABOUT ME

I have been working in the digital marketing industry for more than 6 years. I have many experiences working individually and as a team member. My principle in working is exposure because the core of digital marketing is all about how to increase the exposure of the promoted product.

EXPERIENCE

Dec.2023-Dec. 2024

Najmat Maharat (Home Renovations)-Dubailand, Dubai.

Digital Marketeing Manager

As Digital Marketing Manager at Najmat Maharat Technical Services, I focused on generating high-value leads for complete home renovation projects through strategic content creation and advertising on Meta, TikTok, and Google Ads. I enhanced website visibility by implementing SEO strategies, optimizing keywords, and improving authority, relevancy, and user experience to drive organic lead generation and boost overall project acquisition.

March 2021-DEC. 2023

Vibrant Marketing Management(Du Telecom Channel Partner)
Oud Metha-Dubai.

Digital Marketing Executive

As Digital Marketing Manager at Vibrant Marketing Management, a DU Telecom Channel Partner, I generated leads for postpaid sales through targeted Meta and Google Ads. I optimized ad performance, utilized WhatsApp marketing, and enhanced team sales through strategic digital campaigns. My efforts increased lead efficiency by 30% and boosted overall sales productivity.

SKILLS

- SEO,SEM, SMM, Meta ads
- Data Analytics & Performance Tracking
- Content Creation & Copywriting
- Lead Generation & Conversion Optimization
- Paid Advertising
- Ecommerce Management, Amazon Seller