

MUHAMMAD NOMAN

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PROFESSIONAL SUMMARY

Results-oriented **Digital Marketing Specialist** with 3+ years of experience leading high-impact campaigns across the **USA, UK, and EU markets**. Skilled in **digital marketing, email marketing, and branding strategy**, with a solid foundation in **project management** and **cross-functional stakeholder collaboration**. I specialize in data-driven, brand-aligned marketing strategies that enhance visibility, and engage global audiences.

EXPERIENCE

Digital Project Management Intern

Talents4AA

Jun 2024 - Dec 2024

- Led Talents4AA's participation at Automechanika Frankfurt 2024, managing branding and engagement.
- Managed social media campaigns, increasing audience interaction and organization's online presence.
- Built strong partnerships with over 35 stakeholders, securing important sponsorships and collaborations.
- Represented Talents4AA at WorldSkills Lyon 2024, strengthening brand awareness through event marketing.
- Managed offline marketing efforts such as printed materials, brochures, and event displays for brand recognition.
- Organized and participated in networking events, building relationships and exploring new opportunities.

Marketing Executive

Txend Inc

Jun 2022 - Aug 2023

- Led a team to execute SEO, SEM, SMM, and email marketing campaigns, driving 150% growth in performance.
- Boosted click-through rate (CTR) by 40% and grew the subscriber base with effective email strategies.
- Created cold email sequences with some achieving 35% open rates, improving outreach effectiveness.
- Analyzed campaign performance to refine strategies and improve return on investment (ROI).
- Conducted market research to understand trends and competitors, shaping strategies to stay ahead in the market.
- Managed social media coverage for over 10 events, including expos and job fairs, expanding digital reach.
- Designed and strategized offline marketing materials and merch to enhance event attendance and brand visibility.
- Organized meetings and presentations with key clients to strengthen relationships and drive engagement.
- Coordinated with teams to ensure consistent branding and messaging across both online and offline channels.
- Worked closely with the sales and marketing teams to align event efforts with business development goals.

Digital Marketing & Brand Strategist

Thin Media

Jul 2021 - Jun 2022

- Assisted in coordinating calls, preparing agendas, and documenting minutes.
- Contributed to branding strategy for new client campaigns across digital and print.
- Created social media content calendars aligned with brand tone and visual identity.
- Conducted competitor and audience analysis to refine brand positioning.
- Participated in project meetings and provided updates on status and progress.

EDUCATION

Master's in Business Administration

2023 - 2025

IAE Bordeaux – Université de Bordeaux

Bachelor's in Management Sciences

2017 - 2021

University of The Punjab

CERTIFICATIONS

- SEO, Content Marketing & Google Ads – *LUMS*
- Fundamentals of Digital Marketing – *Google*
- Salesforce for Marketers – *LinkedIn*
- Strategic Content Marketing – *LinkedIn*
- Marketing Analytics – *LinkedIn*
- Technical Product Management – *LinkedIn*
- Project Management – *LinkedIn*

SKILLS

- Digital Marketing (*SEO, SMM, Content Marketing, Email Marketing*)
- Project Management & Team Leadership
- Growth Strategy & Market Research
- Data Analysis & Performance Optimization
- Stakeholder Engagement & Negotiations

TOOLS

- **Marketing & CRM:** HubSpot, Salesforce, Google Analytics, WordPress
- **Project Management:** Trello, Asana, Monday.com, Jira
- **Email & Outreach:** Sales Navigator, Apollo.io, Woodpecker, Mailchimp, MixMax, G-Mass, Lemlist
- **Social Media Management:** Buffer, Hootsuite, Sprout Social
- **Lead Generation & Data Scraping:** Rocket Reach, Kasper.io, Email Hunter, CrunchBase, Apollo.io
- **Analytics & Automation:** Google Data Studio, SEMrush, Ahrefs