

# SYED HAMZA ALI RIZVI

## DIGITAL MARKETING MANAGER

Doha Qatar +97470918304 • rizvihamza55@gmail.com Qatar ID: 29058613213 Passport Number: AG9899123 (NOC Available) Visa Type: 2-Year (Yearly Resident)

Results-driven Digital Marketing Specialist with a proven track record of increasing brand visibility, engagement, and conversions through data-driven marketing strategies. Experienced in SEO, content marketing, social media management, paid advertising, and CRM optimization. Adept at driving growth and ROI through innovative digital campaigns.

### KEY SKILLS

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| 1) Social Media Strategy Content   | 3) Email Marketing (Mailchimp, HubSpot)                          |
| 2) SEO/SEM & Paid Ads Social Media Tools Analytics (Google Analytics, Facebook Insights) | 4) CRM Tools (Salesforce, Zoho CRM) Budget Planning & Management |

### KEY ACHIEVEMENTS

- Increased social media engagement by 100% across multiple organizations.
- Reduced customer acquisition costs by 70% through optimized paid ad campaigns.
- Drove a 4x increase in online sales through strategic e-commerce and digital marketing efforts.
- Improved website traffic by 100% using SEO and SEM strategies.

### PROFESSIONAL EXPERIENCE

**ABH Real Estate (Qatar), Digital Marketing Specialist** **October 2024- Present**

- Developed and executed social media strategies, creating engaging content (graphics & videos) to boost brand visibility and audience interaction.
- Increased engagement and followers by 100% through optimized content, influencer collaborations, and targeted social media campaigns.
- Reduced CPA by 50% and increased conversions by 20% through targeted Google & Facebook Ads.
- Analyzed performance metrics using Google Analytics & Facebook Insights, optimizing campaigns for better reach and engagement.
- Planned and managed ad budgets to maximize ROI, ensuring efficient allocation of resources for high-performing campaigns.
- Utilized SEO and content optimization to improve organic rankings and drive increased website traffic.
- Leveraged email marketing and CRM tools (e.g., Zoho CRM) to nurture leads, automate follow-ups, and enhance customer retention.
- Promoted Emaar, DAMAC, and Nakheel properties in Dubai, integrating Zoho CRM for seamless operations and lead management.
- Increased organic website traffic by 125% and reduced bounce rate by 13 percentage points.
- Improved email open rates by 13% and lead conversion rates by 7%
- Achieved a good ROI through strategic ad budget reallocation

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**McCarthy Learning (Australia), Digital Marketing Specialist****March 2023-Sep 2024**

- Increased lead generation by 80% through targeted campaigns.
  - Boosted social media engagement by 100% with interactive content.
  - Reduced Cost Per Acquisition (CPA) by 70% through ad optimization.
  - Increased website traffic by 100% via strategic SEO efforts.
  - Reduced cost per acquisition by 70% while maintaining high campaign effectiveness and lead quality.
  - Utilized SEO techniques to improve search engine rankings and increase organic traffic.
  - Implemented SEM and paid ad campaigns to enhance brand visibility and attract high-intent audiences.
  - Drove a 100% improvement in website traffic through strategic digital marketing efforts.
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**Jc Buckman (UAE), Digital Marketing Specialist****Jan 2021-Feb 2023**

- Led digital marketing efforts, driving a 4x increase in online sales through data-driven strategies and targeted campaigns.
  - Developed and executed social media campaigns, leveraging paid and organic strategies to expand reach and engagement.
  - Enhanced customer experience across e-commerce platforms by optimizing website navigation and design.
  - Quadrupled online sales (AED 500K to AED 2M) within a year.
  - Boosted website traffic by 100% through SEO and content marketing.
  - Increased social media engagement by 70% and follower growth by 50%.
  - Improved keyword rankings for 15+ high-value keywords, leading to 80% growth in organic traffic.
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**Outfitters (Pakistan), Digital Marketing Specialist****Jan 2019 - Jan2021**

- Managed content production schedules, ensuring all deadlines were met while consistently exceeding content targets through efficient planning and execution.
  - Developed cohesive content strategies that aligned with brand goals, enhancing online presence, brand credibility, and customer perception.
  - Drove a 50% increase in social media engagement and 20% follower growth.
  - Improved SEO rankings, leading to a 35% boost in organic traffic.
  - Achieved an ROI of 400% on Meta ad campaigns with a 15% lower CPC.
  - Enhanced customer retention by 15% through cohesive content strategies.
  - Increased brand visibility by 40% and website traffic by 30% within a year.
  - Managed content production with 98% on-time delivery and 25% increased output
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**EDUCATION**

Greenwich University Karachi

**Jan 2022-June 2023**

Master of Business Administration (Supply Chain)

Greenwich University Karachi

**Jan 2013-December 2017**

Bachelor of Business Administration Marketing

**PROJECTS**

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- [https://www.instagram.com/mccarthy\\_learning/](https://www.instagram.com/mccarthy_learning/)
- <https://www.facebook.com/Jcbuckman.lifestyle/>
- <https://www.facebook.com/Jcbuckman.lifestyle/>
- <https://www.instagram.com/jcbuckman.ae>
- <https://www.instagram.com/jcbuckman>
- [https://www.instagram.com/outfitters\\_pk/?hl=en](https://www.instagram.com/outfitters_pk/?hl=en)