



GHAYOOR ABBAS

+971 56 255 7489
sonushaikh110@gmail.com
Mirdif City Center, Dubai

Play an essential **role** in marketing strategies by increasing traffic and serving as a part of your SEO strategy. Businesses need to work on their social skills and how they interact with their customers **online** for the best results. Success in social **media** marketing involves being strategic and innovative. These are my skills as an online media marketer.

EXPERIENCE

ONLINE MARKETING MEDIA PARTNER, GEXTON

RESPONSIBILITIES:

- In Charge of Driving the Online Business and Growth of the Business.
- Help Drive Online Sales Target via Organic and Paid Marketing Strategies.
- Create and Execute Business plans with Clients.
- Effectively Plan and Monitor Business Performance and Social Management Reputation of the Business.
- Collaborate Digital Marketing with other helping departments so as, to leverage Media and Social investment to gain visibility and drive sales with tribe members.
- Brand Vision and understanding Associated with good product sensitivity Strong Digital Mindset Experience.
- Develops Online Content to Communicate Brand Story while Driving Brand Awareness, Engagement Conversion and Advocacy.
- Have in depth knowledge of markets, and Audiences in order to curate and create relevant and engaging content that helps drive engagement.
- Lead Brainstorming, ideations, and conversations around Social Communication Direction for both big ideas for Initiate and day to day content strategy.
- Optimize Performance of Earned Owned Media.
- Develops Consumer understanding via Social Listening Reports.
- Effectively Track and Report Social Data, Insights, and Learnings requirements.

MEDIA PARTNER, AVENAZ RESPONSIBILITIES:

- My core responsibility at AVENAZ as Media Partner was to Access and Analyze the need of the Client's Site.
- Offering and Auditing their site
- Troubleshooting their On-site Optimization Issues.
- Doing Keyword research and finalizing their keywords so that they may bring fruitful results to business and may benefit the business.
- Setting up their Google Analytics
- Setting up their Webmaster tools
- Setting up their Social Media Accounts
- Making their Business Reliable and Trusted by Best SEO and SMO Practices.

SUMMARY OF EXPERIENCE:

**Technology Wisdom, Lahore
2010 to 2011
SEO Link builder**

**Dewintec, Islamabad
SEO Link building as (Freelancer)
2011 to 2014**

**Digital Marketing Partnership with Imran Khalid, Hyderabad
2011 to 2012**

**Established Media Agency:
Outsourcing bee (2013)**

**Digital Marketing Partnership with IMEDIA Agency, Karachi
2013 to 2015**

**Digital Marketing Services Selling on Warrior & BHW Forum
2015**

**Digital Marketing Executive at Innohub LLC, Dubai
2016 to 2018 (Freelance)**

**Digital Marketing Executive at Awwal The Marketch
2018 to 2020 (Freelance)**

EDUCATION

MPHIL (MGT SCIENCES), ILMA UNIVERSITY



10 2017

M.B.A, UNIVERSITY OF SINDH JAMSHORO.

10, 2009

SKILLS

- Search Engine Optimization
- Search Engine Marketing
- Integrated Campaigns
- Facebook Marketing
- LinkedIn Marketing
- HubSpot Inbound Marketing
- HubSpot Outbound Marketing
- Affiliate Marketing
- Niche Affiliate Marketing
- Google AdWords
- YouTube Optimization
- Content Marketing Analyst
- Social Media Analyst
- Pinterest Branding
- Clientele Relationship Management
- Business Communication
- PPC Management Marketing
- Local Business Optimization
- Client Revenue Growth
- Digital Marketing Strategy
- Lead Generation
- Web Analytics
- Budgeting and Planning
- Content Creation and Curating
- Customer Engagements
- Competitor Analysis
- Business Site Audit

AREAS OF EXPERTISE

- Change Management
- Instagram- For Business
- Web Content Management
- Resource Management
- Budget and Financial Management
- Team Building & Leadership Process Development
- Full Project Life Cycle
- Strategic Business Analyses
- Competitive Intelligence
- B2C Dealings
- B2B Dealings
- Consumer Trend Optimization
- Data Analyses
- Market Research

ACTIVITIES

1. Digital Media Trainer at Gexton Education--Government of Pakistan and Private Partnership Program for Youth Capacity Building
2. Digital Marketing and Search Engine Optimization Mentoring at HIAST- Hyderabad Institute of Arts, Science and Technology
3. Search Engine Optimization Mentoring at ROPS ACADEMY
4. Guest Speaker at International Digital Summit 2017 Benazir Bhutto Shaheed University, Lyari
5. Guest Speaker at "International Entrepreneurship Conference LIFT PAKISTAN 2018 at LIFT PAKISTAN Islamabad
6. Guest Speaker at "International Teen Entrepreneurship Conference TES 2019 GROW PAKISTAN, Islamabad

REFERENCE:

Shall be provided on demanded.