

# MUHAMMAD KHALID

DIGITAL MARKETING EXPERT | SEO EXPERT

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## PROFESSIONAL SUMMARY

Graduated from Shaheed Benazir Bhutto University with expertise in Social Media Marketing, SEO, and WordPress development. Skilled in leveraging AI technologies to drive business growth by up to 90%. Passionate about setting industry standards and collaborating with forward-thinking teams to create innovative digital solutions.

## KEY SKILLS

- **Digital Marketing:** SEO (On-Page, Off-Page, Technical SEO), SEM, SMM, Google Ads, Facebook Ads, LinkedIn Ads, Instagram Ads, Social Media Strategy
- **Web Development:** WordPress, Elementor, Avada Builder, HTML, CSS, JavaScript, jQuery, Bootstrap
- **Tools & Platforms:** SEMRush, Rank Math SEO, Hootsuite, Buffer, Google Analytics, Google Search Console, Google My Business (GMB), Bing Places
- **Content Creation:** AI Tools (e.g., ChatGPT, Google Gemini), Content Writing, Social Media Design, Lead Generation
- **CRM & Marketing Automation:** Facebook Ads, AI Chatbots, Fluent Forms, Conversational Forms
- **Software:** MS Word, MS PowerPoint, MS Excel

## WORK EXPERIENCE

### WordPress | Digital Marketing , Esa Energy Private Limited

Apr 2024 - Present

- Created 230+ Social Media Posts using Canva, Photoshop, and PicMonkey, driving consistent engagement and enhancing brand presence.
- Developed and Executed Digital Marketing Strategy via Airtable, improving social media engagement rates and overall reach.
- Managed Facebook Ads Campaigns, optimizing spend to achieve a 45% increase in Click-Through Rate (CTR).
- Generated 230+ Leads through Facebook Ads with a 5000 Rupees budget, maximizing cost efficiency.
- Streamlined Social Media Management with Hootsuite, increasing reach and engagement by 40%.
- Optimized Website Performance using LiteSpeed Cache Plugin, improving desktop speed by 92% and mobile speed by 78%.
- Designed and Developed Website using WordPress Elementor Theme Builder, ensuring a responsive and user-friendly experience.

## **Digital Marketing | WordPress Faculty , Aptech Learning Center**

**Oct 2023 - Apr 2024**

### WordPress Development Instructor

- Taught Website Development through CMS platforms, guiding students in building responsive websites.
- Instructed on Front-End Technologies including HTML, CSS, JavaScript, Bootstrap, and jQuery.
- Guided Students in Plugin and Theme Customization, including the use of Widgets, Pages, Posts, and Templates.
- Taught Organic Growth Strategies through SEO (On-Page, Off-Page, and Technical SEO) using tools like Rank Math.
- Conducted Keyword Research via SEMRush, optimizing content strategies and improving search rankings.

## **Digital Marketing | WordPress Faculty , Aptech Learning Center**

**Oct 2023 - Apr 2024**

### Digital Marketing Instructor

- Taught Social Media Marketing strategies, focusing on platforms such as Facebook, Instagram, LinkedIn, and YouTube.
- Guided Students in Social Media Management using tools like Hootsuite, Buffer, and others for efficient scheduling and monitoring.
- Led Campaign Development and execution on social media platforms to drive engagement and growth.
- Implemented Marketing and Promotion Tactics leading to organic growth across various digital platforms, including Google Ads and Search Engine Marketing.

## **Digital Marketing Expert , Sayana Daman ManPower**

**Sept 2022 - Sept 2023**

- Developed and Managed Social Media Campaigns for lead generation across platforms such as Google Ads, Facebook, Instagram, and LinkedIn, enhancing brand visibility and engagement.
- Launched Online Marketing Campaigns, increasing followers by 1200+ and significantly boosting brand awareness.
- Created and Implemented Social Media Strategies to improve engagement, reach, and conversions.
- Led IT Infrastructure Deployment and managed IT responsibilities, ensuring seamless system operations.
- Installed and Monitored CCTV Systems throughout the office to enhance security and operational monitoring.
- Developed the Sayana Daman Manpower Website using WordPress Elementor Builder, ensuring a responsive and user-friendly design.
- Produced 100% Organic Content for the website, utilizing AI tools to ensure content is plagiarism-free and optimized for SEO.
- Conducted In-Depth Keyword Research via SEMRush, refining content strategies to improve search engine rankings and drive organic traffic.

## **Social Media Expert | WordPress Developer Xclusive Solutions PVT LTD      Aug 2021 - Aug 2022**

- Developed Social Media Campaigns for lead generation across Google Ads, Facebook, Instagram, and LinkedIn, driving brand visibility and engagement.
  - Designed and Implemented Marketing Strategies to enhance brand value and achieve client goals.
  - Created 250+ Engaging Designs for social media, leading to a 25% increase in organic growth.
  - Boosted Social Media Engagement by 20% through targeted campaigns and content strategies.
  - Built the Xclusive Solutions Website using WordPress Avada Builder, delivering a responsive and user-friendly site.
  - Generated 100% Organic Content for the website, ensuring all content was AI-generated and plagiarism-free.
  - Implemented SEO Strategies using Rank Math SEO to enhance site optimization and performance.
  - Conducted Comprehensive Keyword Research via SEMRush, refining content strategies and improving search engine rankings.
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## **EDUCATION**

**Bachlors in Information Technology** **2017 to 2021**  
Shaheed Benazir Bhutto University

**Intermediate** **2014 to 2016**  
Govt College | BISE Sukkur

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## **CERTIFICATIONS**

- Meta Certified Digital Marketing Associate
  - Google Digital Garage – Fundamentals of Digital Marketing
  - LinkedIn Learning – Technical SEO by Dana DiTomaso
  - LinkedIn Learning – Social Media Marketing: Strategy and Optimization
  - LinkedIn Learning – Digital Marketing Foundations
  - LinkedIn Learning – Create a Marketing Campaign from Start to Finish
  - Google Workshop – Digital Marketing Fundamentals
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## **PROJECTS**

### **Sayana Daman Manpower Website Development**

- Built a user-friendly and responsive WordPress website using the Elementor Theme Builder.
  - Generated 100% organic content, leveraging AI tools for plagiarism-free writing.
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## **SOFT SKILLS**

- Communication
  - Problem-Solving
  - Project Management
  - Team Collaboration
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## **LANGUAGES**

- English
  - Urdu
  - Sindhi
  - Punjabi
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## **REFERENCES**

Available upon request.