

MUZAMMIL ZAFAR

+92-343-3160637 • muzammil31ue@gmail.com
<https://www.linkedin.com/in/muzammil-zafar-digital-marketing-manager/>

Education

UNIVERSITY OF EDUCATION

Lahore, Pakistan

BS Information Technology

2018-2022

CGPA: 3.21

Final Year Project Winner: Developed a website for the university for online attendance of students & teachers, student assessments, assignments, quizzes, and communication with teachers.

FARAN MODAL COLLEGE, JHANG

Jhang, Pakistan

F.Sc (PRE-ENGINEERING) | 82.54%

2016 - 2018

Professional Experience

Cosmetique Clinic

Lahore, Pakistan

Digital Marketing Lead

April- Sep 2026

Responsibilities

- Managed **PKR 4.5M budget** montly
- Generated **PKR 1.5M sales** in a single day
- Lead the team of 12 people(Sales team, Website developers, SEO team & Video Editing Studio)
- Sales funnel creations, proper co-ordination with sales team and clients follow-ups
- Meta Ads
- Google Ads(Search & Display Ads)
- SEO/SEM
- Video shoots with TV actresses and high value bloggers
- Managed YouTube channel and conducted podcasts

CHUGHTAIZ- THE TREND SETTER

Lahore, Pakistan

Digital Marketing & Performance Manager

2024-2025

Responsibilities

- Meta Ads Specialist
- Google Ads
- SEO/SEM
- Google Ads, YouTube Ads

PEACE SKIN-VESTMENT

Lahore, Pakistan

Digital Marketing Manager

Dec 2022 - July 2024

Responsibilities

- Developed two brand websites and managed them simultaneously
- SEO Team Lead: Ranked websites and product pages at No. 1, 2, and 3 in Google searches
- Ran Meta, Snap Chat, and TikTok ad campaigns
- Conducted market research and managed email marketing campaigns
- Led team management and communication between departments
- Managed Google Ads campaigns

INFOTECHEPERTX.US

Lahore, Pakistan

Digital Marketing & SEO Manager

Aug 2022 - Dec 2022

Responsibilities

- *Handled website and other WordPress projects (3 projects simultaneously)*
- Social Media Manager: Scheduled posts, generated leads through social media platforms and email marketing

KISHMISH ORGANIC SKINCARE **Digital Marketing & Social Media Manager**

Lahore, Pakistan
Aug 2021 - July 2022

Responsibilities

- Developed a complete e-commerce store using WordPress CRM, later migrated it to Shopify
- Worked on hosting panels and handled two websites for the brand
- SEO Team Lead, executed successful SEO strategies
- Digital Marketing Manager: Made successful strategies to increase sales
- Collaborated with different departments to ensure smooth workflow
- Generated **4.4 million PKR** sales per month with ad spent of 480K PKR.

ERSTECH.ORG **Digital Marketing Specialist**

Lahore, Pakistan
June 2019 - Feb 2020

Responsibilities

- *SEO: On-Page & Off-Page SEO, make their Website rank No. 1*
- Updated their Website's Layout Design
- Built a website using WordPress CRM
- SEO of company's website and managed other SEO projects
- Updated website layout design

Additional Experience:

- **Marketing Tools:** Ads-manager, Facebook Ads, Instagram Ads, YouTube Ads, Google Adwords, Google Tag Manager Google Shopping Campaigns, Google Trends, Google Analytics & Semrush
- **Interpersonal and Soft Skills:** Adaptable, Time management, Communication, TeamPlayer, Leadership
- **Language:** English, Urdu

