

# Muhammad Usman

## Digital Marketer

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### Summary

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I'm passionate about digital marketing and helping brands build a strong online presence. I've successfully managed campaigns for clients across different markets, using creative strategies and data-driven decisions to deliver real results. My focus is always on growth, innovation, and making sure every effort adds value.

### Skills

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**Digital Marketing & Strategy:** Social Media Marketing, Content Strategy, Campaign Planning, Brand Positioning

**Social Media Platforms & Management:** Facebook, Instagram, LinkedIn, Twitter (X), TikTok, YouTube, Pinterest

**Content Creation & Design Tools:** Adobe Photoshop, Illustrator (Basic), Video Editing Tools, Creative Copywriting

### Experience

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#### Chief Executive Officer (CEO)

Mar 2020 – Present

**The DigiGator** (Lahore, PK / On Site)

*Tools Used:* WordPress, Shopify, Google & Meta Ads Manager, Social Media

- Founded and lead a digital agency delivering full-service marketing solutions, including Social Media Management, SEO, Web Design, and Paid Advertising.
- Supervise creative teams and oversee strategy execution to ensure high-impact client campaigns and measurable ROI.
- Developed e-commerce solutions for brands, increasing sales and user engagement through Shopify and WordPress platforms.
- Built long-term relationships with clients by providing transparent reporting, analytics, and continuous improvement strategies.

### Projects

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#### Social Media Marketer & Advertising Specialist

July 2022 – Present

**WAPEXP College**, Faisalabad (On-site)

- Led the college's complete social media strategy, combining creative content marketing with targeted advertising to grow brand visibility and student engagement.
- Created and managed engaging content across Facebook, Instagram, and LinkedIn, aligning all campaigns with admissions and event calendars.
- Designed, executed, and optimized paid advertising campaigns to drive traffic, boost inquiries, and achieve strong ROI across multiple platforms.
- Analyzed insights from Meta Analytics and Google Analytics to refine campaigns, improve conversion rates, and enhance online engagement by over 45%.

#### Social Media Manager

February 2025 – March 2025

**EOS – Entrepreneurial Operating System**

- Managed EOS brand pages, producing consistent, high-quality visual content to enhance audience engagement.
- Supported marketing initiatives by crafting strategic social campaigns aligned with leadership communication goals.
- Improved reach and engagement through organic content optimization and performance tracking.

### Awards & Certifications

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- **Digital Marketing Certification – DigiSkills.pk (2019):** Completed a comprehensive program covering social media marketing, SEO, branding strategies, and online advertising.
- **Google Digital Garage – Google Digital Unlock (2019):** Gained expertise in digital marketing fundamentals, including SEO, analytics, business growth strategies, and online presence optimization.
- **7-Figure Shopify Dropshipping Empire – Udemy (2020):** Learned advanced e-commerce strategies, product research, store creation, Facebook Ads, and sales funnel optimization.

### Education

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**B.Sc. Software Engineering**

Completed a 4-year degree

University of the Punjab