

Muzammil Ijaz

Sargodha, Punjab, Pakistan

hello@muzammilijaz.dev

+923405876420

[linkedin.com/in/hellomuzammil](https://www.linkedin.com/in/hellomuzammil)

Summary

He is experienced in digital and traditional marketing strategy development, with additional knowledge gained as a Project Manager in the business world. With over five years of experience with political campaigns, pure-play e-commerce, IT, and SaaS, he is also a passionate and dedicated web designer. His responsibilities include developing a sustainable marketing strategy and establishing the competitive positioning of political candidates. His comprehensive marketing strategy is derived from the Candidate's Growth Strategy, Campaign Advertising Strategy and messaging, project Channel Prioritization, and overall project Planning and Budgeting.

Experience



Marketing Strategist

OutPol

Jan 2020 - Present (2 years 9 months +)

Education

University of Sargodha

Bachelor of Social Work, Social Work

Jan 2018 - Jan 2022

Licenses & Certifications



Yandex.Metrica Expert - Yandex

Issued May 2019 - Expires May 2020

169338



Microsoft Advertising Certified Professional - Microsoft



Semrush SEO Crash Exam - Semrush

Issued Jul 2022 - Expires Jul 2023

FrMt8oBow79yOsg



Technical SEO - Semrush

Issued Jul 2022 - Expires Jul 2023

#QocT4UouiKx5j6J



Keyword Research - Semrush

Issued Jul 2022 - Expires Jul 2023

TzwtfWKNp4RyIYA



SEO - HubSpot Academy

Issued Jul 2022 - Expires Aug 2023

c48fa56014fc4f13b27e82cca6cbd139



Klipfolio Expert Certification - Klipfolio



Fundamentals of Digital Marketing - Google Digital Garage

EVN 6N2 Q8E

Skills

WordPress • Wordpress • Search Engine Optimization (SEO) • HTML • Cascading Style Sheets (CSS)
• CSS • PHP • Adobe Photoshop