

Salman Saleem

Date of birth: 04, January 1994

E-mail: salmansaleem920@gmail.com

Cell No: +92-336-2045747



Objective

To obtain employment with a company that offers a positive atmosphere to learn and implement new skills and technologies for the betterment of the organization.

Professional Experience

Feb' 20 - July' 20 **Brand Manager** - Appiskey (USA)

- Carrying out market research in order to keep up to date with the customer trends, as well as trying to predict future trends
- Developing strategies and managing marketing campaigns across print, broadcast and online platforms to ensure that products and services meet customers' expectations and to build the credibility of brands
- Analyzing the success of marketing campaigns and creating reports
- Supervising advertising, product design and other forms of marketing to maintain consistency in branding
- Meeting with clients and working with colleagues across multiple departments (such as marketing assistants, marketing managers, and chief marketing officers)
- Organizing events such as product launches

Nov' 18 - Feb' 20 **Digital Marketing Strategist** - Cloudways (Europe)

- Developing, managing and optimizing digital marketing campaigns.
- Devising strategies to drive online traffic and conversion on the company website.
- Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs)
- Identify trends and insights, and optimize spend and performance based on the insights
- Implemented a content-driven SEO strategy which boosted site visits by 250% in 8 months while increasing total sales by 65%.
- Led a 6-person team to write 10 articles and obtain an average of 8 quality backlinks per week.
- Created an email marketing strategy which increased CTR from 20% to 35%.
- Brainstorm new and creative growth strategies for quarterly marketing plans
- Maintaining high conversion rates and low cost per conversions.
- Design, build and maintain our social media presence
- Devising content for social media, digital advertising, email campaigns
- Conduct surveys & feedback to identify innovation/change of features in product. Corodinated with Devops & Customer success team for execution.
- Performed analysis on websites utilizing Google Analytics to improve traffic
- Developed, tracked and improved landing pages on best practices and customer feedback.
- Gathered metrics on campaign and collateral material for dashboard population in CMS
- Create Sprint Plans for Quarter goals in order to meet big targets
- Coordinated the marketing team on creative campaigns and programmatic buying to support digital cross-promotion efforts, including email campaigns, Facebook promotions, outreach and marketing initiatives for an improved end-user experience
- Led execution of strategic planning - facilitated strategic planning process to clearly articulate companies'

vision, mission, value proposition, brand architecture and positioning

Aug' 16 - Oct' 18 **Digital Marketer** – TCV Pvt Ltd

- Supported other senior decision makers in steering company through board of directors' transition.
- Augmented and approved successful marketing campaign proposals that drove sales and market growth.
- Oversaw departmental operations of up-and-coming app development company.
- Steered quarterly growth through assessment of past performance and data-driven marketing predictions.
- Secured financial resources for specific marketing projects and general departmental operations.
- Evaluated websites for mobile performance and optimal search engine rankings.
- Developed unique content to improve presence and brand awareness.
- Organized and analyzed data and marketing results.
- Researched keywords relevant to marketing efforts of product.
- Introduced scheduled targeted email marketing programs.
- Managed a teams of marketing professionals to ensure the success of marketing campaigns.
- Mentored junior team members in leadership, decision making, budget development, and proposal creation. Develop Paid Search strategy and testing methodology and roadmap for product
- Manage subset of Search team across multiple products establishing/refining processes for creating, implementing, tracking, analyzing and optimizing Paid Search campaigns in Google AdWords, Yahoo! Search Marketing, Bing, and other search engines
- Evaluate new technologies / strategies / techniques across the search landscape and gauge potential for experimentation within existing / new product engagements

June' 14 – July' 16 **Software Engineer (PHP)** – FHM Media

- Determines operational feasibility by evaluating analysis, problem definition, requirements, solution development, and proposed solutions.
- Documents and demonstrates solutions by developing documentation, flowcharts, layouts, diagrams, charts, code comments and clear code.
- Improves operations by conducting systems analysis; recommending changes in policies and procedures.
- Protects operations by keeping information confidential.
- Provides information by collecting, analyzing, and summarizing development and service issues.
- Accomplishes engineering and organization mission by completing related results as needed.
- Develops software solutions by studying information needs; conferring with users; studying systems flow, data usage, and work processes; investigating problem areas; following the software development lifecycle.

Achievement

Mentioned among Top Digital Marketers
Certified from HubSpot, Google & LinkedIn
Contributor on high publication sites

Skills & Interests

- Digital Marketing
- User Acquisition
- SEO Inspection
- Analytics
- PPC
- Facebook Ads
- Audience Engagement
- Email Marketing
- Content Marketing
- Content Generation
- Partnership Building
- Web & Mobile Application

Extra-Curricular Activities

- Tech Journalism for Porter Medium

References to be furnished upon request