



Hamza

Marketing Manager

Contact



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Lahore, Pakistan.



About Me

Results-driven marketing professional with 3 years of experience in the logistics and freight industry. Proven expertise in developing and executing marketing strategies, lead generation, and brand management. Adept at leveraging data-driven insights to optimize campaigns and drive business growth. Strong communication and relationship-building skills.

Skills

- Management Skills
- Cold Calling
- Creativity
- Market Research & Analysis
- Digital Marketing
- Negotiation
- Critical Thinking & Leadership
- Google Ads & Facebook Ads



Education



Bachelor of Computer Science

University of Management and Technology (UMT), Lahore

Graduation Year: 2023



Certifications



Digital Marketing & Branding

Lahore University of Management and Sciences (LUMS),

Lahore



Experience



Sales Manager

National Freight Solutions LLC

2022 - 2025

- Developed and implemented strategic marketing plans to enhance brand visibility and customer engagement.
- Managed digital marketing campaigns, including SEO, PPC, and social media marketing.
- Conducted market research to identify new business opportunities and customer needs.
- Collaborated with the sales team to generate quality leads and improve conversion rates.
- Analyzed campaign performance using data-driven insights to optimize strategies and maximize ROI.



Marketing Manager (Remote)

MN Spectrum

2022

- Digital Marketing, Handling Meta Services , Meta campaigns for better reach of the company for its growth.



Dispatch Sales and Management

Hawk Enterprises

2021-2022

- Handling dispatch and sales, data-driven decision-making, market analysis, and customer relationship management.
- Analyzing trends, optimizing sales strategies, and ensuring efficient dispatch operations.
- Strong ability to manage customer interactions, resolve issues, and drive business growth through data insights and market research.
- Proven track record in coordinating logistics, improving efficiency, and enhancing client satisfaction.