

UBAID ASLAM

DIGITAL MARKETING MANAGER



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Experienced digital marketing professional with a track record of over five years in SEO, SEM, and social media management. Backed by 20+ certificates, my expertise is rooted in data analysis, keyword optimization, campaigns management and innovative problem-solving. My hands-on experience includes collaborating on 100+ freelance projects and many startups across digital marketing, SEM, social media, and eCommerce. I am passionate about optimizing strategies to exceed expectations, and I'm eager to bring this dedication to your company's success. I thrive on tackling new challenges, fine-tuning campaigns, and achieving tangible, long-term growth.

EDUCATION

Bachelor's Degree

Mechanical Engineering

UET, Taxila

2015 – Dropped Out in 2017

Google Digital Marketing & E-commerce

Google

06 October 2023

SKILLS

Major Skills

Search Engine Optimization (SEO)

Search Engine Marketing (SEM)

Social Media Marketing

eCommerce Specialist

Email Marketing Expert

CRM Platforms

HubSpot

Salesforce

CMS Platforms

WordPress

Webflow

Wix

Shopify

WORK EXPERIENCE

Digital Marketing Manager

Bid416.com | Canada (Remote)

07/2023 – Present

Currently, I'm working at Bid416.com as a Digital Marketing Manager. It's a Canadian based eCommerce company that sells liquidated products through online auctions in Ontario. I've been pivotal in boosting online presence and revenue. I oversee all digital efforts, from social media to content and PPC, consistently achieving impressive results.

- Increased social engagement by 30%.
- Leading high-performing content team.
- Optimized PPC for 10% better conversions.
- Managing Push and Pop Ads on Richads.
- Drove a 15% rise in organic search traffic.
- Elevated email marketing with 15% higher open rates.

Digital Marketing Manager

Junaizo LLC | US (Founder & Owner)

08/2018 – 10/2020

As the Founder and Owner of Junaizo LLC, I established and managed a successful startup specializing in fashion accessories and e-commerce. Despite the challenges posed by COVID-19, I achieved remarkable success, garnering a substantial online following and impressive sales figures. Regrettably, due to the ongoing uncertainties and logistical challenges brought about by the pandemic, I made the difficult decision to cease operations to ensure the safety of my team and to explore new opportunities.

- Grew a Pinterest account to 1M+ monthly visitors, establishing a strong brand presence.
- Cultivated a community of 10,000 Instagram followers and 3,000 Facebook followers through engaging content and strategic marketing.
- Operated a thriving Shopify store, generating consistent sales in the fashion accessories niche.
- Successfully sold products on Amazon under the Junaizo LLC brand, achieving monthly sales exceeding \$3,000.
- Navigated challenges during the COVID-19 pandemic while maintaining a profitable online business.

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DIGITAL MARKETING MANAGER

SKILLS

Technical

SEMrush
Moz, and Majestic
Adobe Photoshop
Adobe Indesign
Adobe Premier Pro
Loomly, and Hootsuite
Google Docs
Mailchimp
Helium 10, Jungle Scout

E - COMMERCE

Marketplaces

Amazon Seller Central
Etsy Seller Central
Walmart Seller Central
eCommerce Specialist

TRANSFERABLE SKILLS

Personal Qualities

Self-Motivated
Collaborative
Proactive
Creative
Entrepreneurial
Open to Feedback
Able to Excel under high pressure
Strong Analytical Skills
Learning Enthusiast

WORK EXPERIENCE CONTINUED

Digital Marketing Manager 10/2022 – 01/2023 Skull Troops (Etsy Seller) | US (Remote)

I collaborated with Skull Troops, an Etsy brand specializing in Print on Demand products, as their Social Media Manager. In a short span, I orchestrated a remarkable growth story, building their social media presence and driving substantial traffic from scratch to over 2,000 followers within just a few months.

- Grew social following from scratch to 2,000+ in months.
- Curated engaging content and managed social media accounts.
- Forged meaningful customer connections.

Digital Marketing Manager 03/2022 – 07/2022 MaisoNovo (Amazon Seller) | US (Remote)

At Maisonovo, a prominent Amazon seller based in Brooklyn, known for its sustainable living products, particularly stylish soap dispensers, I played a pivotal role as a Market Research and Listing Optimization Specialist. My responsibilities included conducting thorough market research, identifying highly relevant keywords, and utilizing this data to optimize product listings. This experience was both rewarding and insightful.

- Conducted thorough market research for Amazon soap dispenser market.
- Compiled a list of highly relevant keywords for listing optimization.
- Improved search rankings and boosted sales through listing optimization.
- Contributed to over 0.5 million dollars in monthly Amazon sales.

PROFESSIONAL DEVELOPMENT

Google Digital Marketing & E-commerce 06 October 2023 Google | Online

Ultimate Google Ads Training 05 August 2021 Udemy | Online

SEO Training Masterclass 25 November 2021 Udemy | Online

Facebook Ads Mastery Training 03 February 2022 Udemy | Online

HubSpot Inbound Marketing Training 13 October 2023 HubSpot | Online

Meta Social Media Marketing Certificate 20 August 2023 Meta | Online

Amazon Ads Certifications 13 October 2022 Amazon Learning Console | Online

Front-End Engineer 19 April 2023 Codecademy | Online