

ABDUL MOIZ

Bracknell, England • 07470785619 • mianabdulmoiz143@gmail.com

• <https://www.linkedin.com/in/abdul-moiz-0809b1201/>

SUMMARY

I'm a results-driven digital marketing professional with hands-on experience in SEO, social media management, and website optimization. I combine creativity with data-driven strategies to help businesses increase visibility, engage customers, and grow online. With a strong understanding of digital trends and marketing analytics, I apply both practical experience and industry knowledge to create impactful marketing campaigns. I'm always eager to take on new challenges and make a real difference in a dynamic team.

SKILLS

Technical Skills: SEO (On-Page, Off-Page, Technical), WordPress, Social Media Marketing (Facebook, Instagram, TikTok Ads), Website Development, Google Analytics, Google Ads, Video & Post Editing (Canva, Figma), E-commerce Management (TikTok Seller Account, Amazon, eBay).

Marketing Tools: SEMrush, Ahrefs, Google AdSense, Advanced Excel, Advanced Word.

Soft Skills: Strategic Planning, Data-Driven Decision Making, Communication, Customer Management, Creative Problem-Solving.

WORK EXPERIENCE

Co-Founder & Digital Marketing Specialist – Omizco Ltd, UK (Remote, Sep 2024 – Present)

- Co-founded a digital marketing agency, onboarding 3 clients within the first month and managing a team of 3 employees.
- Developed and executed social media strategies, increasing client engagement by 25%.
- Built and optimized WordPress websites, improving client online visibility and organic traffic.

SEO Expert – Corecentrix Business Solutions (CBS), Pakistan (Mar 2023 – Aug 2024)

- Improved search rankings for 300+ companies through SEO optimization, increasing organic traffic by an average of 40%.
- Conducted website audits and implemented technical SEO improvements, enhancing site performance and user experience.
- Developed content strategies and link-building campaigns to boost digital presence.

Digital Marketing Assistant – Talha International, Pakistan (Jun 2019 – Feb 2023)

- Managed the company's WordPress website and Google My Business (GMB) profile, increasing local search visibility by 30%.
- Created and executed social media campaigns, growing brand awareness and engagement.
- Handled customer queries and sales, improving customer satisfaction and retention.

Freelance Digital Marketing Specialist (2019 – Present)

- Designed and developed custom WordPress websites for multiple clients.
 - Managed social media marketing campaigns, creating engaging content and increasing brand visibility.
 - Conducted SEO optimization, boosting rankings and organic traffic.
 - Handled Google My Business (GMB) profiles, improving local search presence.
 - Provided data-driven insights using Google Analytics to enhance strategies.
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EDUCATION

MSc Strategic Marketing In Digital Media Management

Sep 2024 - Present

University of Hertfordshire, England

- Learned advanced digital marketing strategies, including campaign creation and performance optimization.
- Developed skills in consumer behavior analysis and leveraging digital platforms for customer engagement.

Bachelor of Business and Information Technology

Aug 2019 - Sep 2023

University of Engineering and Technology, Pakistan

- Studied marketing strategies, business development, and project management.
- Built a foundation in IT solutions for enhancing organizational efficiency.

ADDITIONAL TRAINING

- 📖 Marketing Analytics: Presenting Digital Marketing Data (**LinkedIn Learning, Nov 2024**)
- 📖 Learning Wix (**LinkedIn Learning, Oct 2024**)
- 📖 The Data Science of Retail, Sales, and Commerce (**LinkedIn Learning, Nov 2024**)
- 📖 How to Get into Marketing (**Bright Network Academy, Nov 2024**)
- 📖 Leadership Skills (**Bright Network Academy, Nov 2024**)
- 📖 Certificate in E-commerce Training (**UET, Mar 2023**)
- 📖 Academic English for Business (**Hertfordshire Business School, Feb 2025**)

AWARDS

🏆 Certificate of Recognition – Appreciation for Hard Work (CBS, 2024)

Recognized for outstanding dedication, contribution, and excellence during the first quarter of 2024 (December 2023 to February 2024).

🏆 Best Performer Award – Talha International, 2021

Honored as the Best Performer for demonstrating outstanding performance and dedication.

🏆 Volunteer Service Award – Al-Khidmat Foundation, 2023

Acknowledged for meaningful contributions and commitment to volunteer work.

LANGUAGES

English Proficient ●●●●●

Urdu Native ●●●●●

Punjabi Proficient ●●●●●

ADDITIONAL INFORMATION

- **Right to Work:** Eligible to work full-time.
- **Languages:** English (Fluent), Urdu (Native).
- **Interests:** E-commerce, digital trends, AI in marketing.
- **Driving License & Transport:** Holds a valid driving license and owns transportation.
- **Relocation:** Willing to relocate within the UK for job opportunities.