



# Majid Hussain

## Marketing Manager

Highly skilled marketing manager with 5+ years of experience in developing and executing successful marketing campaigns across various industries. Proven ability to create effective marketing plans that drive customer engagement and retention, improve lead generation and sales, and increase brand visibility. Exceptional team leader with excellent communication and project management skills.

## Contact

### Phone

+923129908091

### Email

majidhussainkhan406@gmail.com

### Address

Islamabad, Pakistan

## Education

2017

BA

Abdul Wali Khan University

2021

BS Software Engineering

Abasyn University

## Expertise

- Marketing strategy development and implementation
- Brand management
- Digital marketing (SEO, SEM, PPC, social media)
- Content marketing
- Marketing analytics and reporting
- Budget management
- Project management
- Team leadership and collaboration

## Experience

### 2019 - Present

#### Social Games Company, Islamabad (Germany Client) Marketing Manager

- Develop and execute marketing plans to promote brand awareness and drive sales growth across various channels, including email marketing, social media, events, and advertising.
- Manage a team of marketing specialists to create and implement effective campaigns and initiatives.
- Collaborate with cross-functional teams to develop product positioning and messaging that resonates with target audiences.
- Conduct market research and competitive analysis to identify opportunities and threats, and adjust marketing strategies accordingly.
- Analyze campaign performance data and provide insights and recommendations for continuous improvement.

### 2017 - April 2019

#### Digital Freaks, Islamabad Pakistan Marketing Specialist

- Assisted in the development and implementation of marketing campaigns across various channels, including email marketing, social media, events, and advertising.
- Conducted market research and competitive analysis to identify opportunities and threats.
- Created and managed content for the company's blog, social media channels, and email campaigns.
- Assisted in managing the company's online reputation by monitoring and responding to customer reviews and comments.
- Analyzed campaign performance data and provided insights and recommendations for continuous improvement.

### Certifications:

- Google Analytics Certification
- HubSpot Inbound Marketing Certification
- Hootsuite Social Media Marketing Certification
- Digital Marketing Certification

## Reference

### Wajahat Ahmad

ASO, Social Games

Phone: +923379243816

Email: wajahtahmadkhan@gmail.com

### Hamza Khan

3d Modeler, Social Games

Phone: +923369064040

Email: hamzakhan2@gmail.com

## Language

English  
Urdu  
Pushto