



# Hamza Jameel

Digital Marketing Manager | Social Media Marketing | Content Creation

+971506745340

ihamzajamil@gmail.com

[www.linkedin.com/in/hamza-jameel/](https://www.linkedin.com/in/hamza-jameel/)

hamzajameel.com

Dubai, UAE

## PROFESSIONAL SYNOPSIS

: Dynamic and results-driven Digital Marketing Professional with over 3 years of experience specializing in mobile marketing, display advertising campaigns, and programmatic media buying. Expert in leveraging advertising networks to maximize ROI and achieve KPIs across multiple countries. Adept at analytical tools and data-driven optimization strategies to enhance user experience and campaign performance. Seeking to contribute my expertise as part of your innovative marketing team.

## EDUCATION

**Bachelor of Business Administration**  
(Marketing)

**Bahria University**  
2016 - 2019

## Certifications

**Digital Marketing IT University**  
2019

**The Fundamentals of Digital Marketing**

**Google Garage**  
2023

**Google Ads Search  
Google Ads Display  
Google Ads Measurement**

## Skills

Microsoft Office  
E-Commerce  
Google Ads  
Google Analytics  
Search Ads 360  
Search Console  
Meta Ads  
Facebook Pixel  
Looker Studio  
SEO  
Graphic Designing  
HTML  
WordPress/Webflow/Shopify  
Acquisition & Freight



## WORK EXPERIENCE

2022  
-  
Present

### Vipera LLC

Digital Marketing Manager

- Led the development and execution of comprehensive marketing strategies to promote Vipera's offerings in digital advertising, cryptocurrency, A.I. processing, corporate I.T., and PC gaming industries.
- Managed and optimized digital marketing channels, including paid campaigns, social media, and e-commerce platforms, significantly increasing lead generation and conversion rates.
- Coordinated cross-departmental collaborations to ensure aligned marketing efforts and maximized campaign performance.
- Oversaw budget planning and allocation for marketing initiatives, ensuring cost-effective spending and ROI maximization.

2017  
-  
2022

### The Bull Media (Upwork)

E-COMMERCE/Digital Marketing Specialist

- Successfully planned and executed display advertising campaigns in various countries, consistently achieving and surpassing set ROI and KPI goals.
- Utilized Google Ads, programmatic media channels, and advertising networks to expand market reach and drive user engagement.
- Conducted comprehensive analysis using Google Analytics and Google Tag Manager to identify trends, optimize spend, and improve campaign performance.
- Led A/B and multivariate testing to refine marketing strategies and enhance conversion rates.
- Collaborated with design and development teams to create and optimize landing pages, ensuring a seamless user journey.
- Reported directly to the head of the department, providing detailed performance reports and actionable insights for campaign improvements.
- Led end-to-end Amazon product launch processes, from initial research and sourcing products from China and local markets to ensure competitive offerings.

## PROFESSIONAL SNAPSHOT

- Digital Marketing Expertise: Proven experience in digital marketing with a strong focus on mobile and display advertising.
- Google Ads Mastery: Extensive experience setting up and optimizing Google Ads campaigns.
- Programmatic Media Buying: Skilled in navigating programmatic media channels for targeted advertising efforts.
- Conversion Optimization: Proficient in optimizing landing pages and user funnels, increasing conversion rates.
- Analytical Tools: Solid knowledge of Google Analytics, Google Tag Manager, and advanced MS Excel. Familiarity with Tableau and Data Studio.
- Data-Driven Analysis: Exceptional analytical skills, leveraging data to drive strategic decisions.
- Creative Strategy Development: Ability to brainstorm innovative growth strategies and conduct effective experiments.

---

## KEY ACHIEVEMENTS

- Increased Website Traffic: Successfully driving a significant increase in organic and paid website traffic, which can be measured through tools like Google Analytics. Achieving higher traffic levels can be an indicator of effective SEO, content marketing, and advertising efforts.
- Improved Search Engine Rankings: Elevating a website's search engine rankings for important keywords, resulting in higher visibility and click-through rates. Achieving top positions in search engine results pages (SERPs).
- Increased Sales or Revenue: Driving tangible revenue growth through digital marketing efforts, such as e-commerce sales, lead generation, or subscription sign-ups.
- Expanded Social Media Following: Growing the organization's social media presence by increasing followers, engagement rates, and reach on platforms like Facebook, Instagram, Twitter, and LinkedIn.
- Successful Paid Social Campaigns: Managing paid social media advertising campaigns with a positive return on investment (ROI), lower cost per click (CPC), and cost-effective conversions.

---

## PERSONAL DETAILS

Date of Birth: 5th January 1997 | Nationality: PAK  
Linguistic Abilities: English (Professional) Urdu (Native)  
Valid Dubai Driving License

---

## REFERENCES

1. Lalaine Campana  
HR – Vipera, UAE  
Tel: +971 55 657 6641  
E-mail: lalaine1106@gmail.com

2. Muhammad Hussnain  
Assistant Marketing Manager – PrivateWolf, UAE  
Tel: +971 54 202 6137  
E-mail: privatewolfuae@gmail.com