



M. Ijaz ul Haq

Digital Marketing | Product Management | Growth | Strategy

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I am a digital marketing professional with over five years of experience helping companies and clients enhance their digital presence and strengthen their digital footprint. My data-driven decisions consistently deliver growth-oriented results.

I have collaborated with teams in graphic design, UI/UX, content, SEO, social media, marketing communication, automation, video editing, scriptwriting, and web/app development. I specialize in 360-degree relationship marketing, optimizing business funnels for acquisition, growth, and retention, and implementing loyalty strategies to reduce churn and sustain growth.

WORK EXPERIENCE

APR 2020 - PRESENT

Digital Marketing Manager

Talk Home

SEO / Organic Growth:

- Achieved 300% YOY organic search growth with 5000+ keywords in top 10 Google SERPs across UK, US, and EU, boosting domain authority by 23 points.
- Maintained website SEO health over 90% by optimizing content, reducing bounce rate, and improving On-Page SEO, sitemaps, and robots.
- Managed and merged a complex structure of 1000+ web pages across 4 sub-domains and their knowledge hubs.
- Ranked the mobile app in the top 70 in the communication category on Play Store in key markets like the UK, France, Germany, and Italy.

Paid Search:

- Maintained 4x ROAS for Google/Apple Search ads across three products in the UK and EU.
- Designed quarterly campaign structures for Meta, Google, and YouTube ads.
- Optimized acquisition funnel to shift from FREE SIM to prepaid SIM orders.
- Achieved and maintained an ~87% SIM activation rate.
- Enhanced landing pages for better conversion rates and resolved conversion funnel issues.
- Optimized ad copies and campaign structure for maximum ROAS.

Content:

- Developed and executed content plans and blog outlines for high-value blog content.
- Edited, published, and structured blog content to meet SEO best practices.
- Established an FAQ knowledge base, reducing customer service load.
- Collaborated with copywriters to create an engaging ad, email, and web copy.
- Worked with the design team to produce visual content for ads on Google, Meta, and other platforms.
- Coordinated with the content team on video scripts, storyboarding, and video production for Meta, TikTok, and YouTube ads.

Marketing Automation:

- Designed multi-channel marketing communication strategy across web, app, SMS, and email.
- Managed trigger-based push notifications, sequences, in-app automation, and journeys, including welcome, engagement, and retention series.
- Achieved 41.7% email open rate, 13.2% click rate, and 6.3% conversion rate.
- Continuously monitored and optimized engagement and conversion rates.
- Regularly evaluated performance analytics to identify and address improvement areas.

Product Management:

- Coordinated with UI/UX, frontend, backend, mobile development, product, and customer service teams to align operations with the company mission.
- Conducted market research to stay updated on industry trends and adapt the product.
- Monitored competitors to identify and address competitive gaps.
- Gathered requirements for new features and improvements, collaborating with cross-functional teams to strategize and manage dependencies.
- Prioritized business objectives, balancing quick wins with long-term strategies.

SEP 2019 - APR 2020

Team Lead Digital Marketing

Magnus Med Web

- Restructured and maintained the website for SEO, achieving high rankings in four different modules.
- Optimized website structure to rank for doctor's names, specialties, procedures, patient conditions, and cities through local SEO.
- Collaborated with the UI/UX team to redesign the website for better conversions and user-friendliness.
- Achieved top rankings for over 100 keywords across seven locations in New Jersey and New York within three months.
- Managed social media campaigns for diverse user segments in the health niche in New York and New Jersey.
- Managed and optimized Google PPC campaigns for health lead generation.
- Developed lead generation strategies through organic content creation and lead magnet deployment.
- Led a team of content and copywriters to produce content for various channels and products.

MAR 2019 - AUG 2019

Social Media Manager

1Key Solution

- Developed and executed social media marketing plans for food industry clients.
- Created social media strategies and content for various clients.
- Maintained quarterly and annual social media calendars for each client.
- Collaborated with graphic designers for content production.
- Conducted client meetings to discuss monthly reports and align marketing activities with business objectives.
- Managed Meta ads for clients.
- Analyzed KPIs of digital marketing campaigns.
- Managed influencer outreach programs and onboarded influencers.

JUN 2016 - SEP 2016

Marketing Officer

TUSDEC - NIDA

- Developed and executed 3-month marketing plans and strategies.
- Created and managed quarterly marketing plans.
- Liaised with local industry for employee safety management courses.
- Executed marketing campaigns through seminars and expos with local colleges and universities for student skill enhancement.
- Managed social media content and campaigns for lead generation.
- Facilitated collaboration between local industry, educational institutions, government bodies, and incubation centers.

TOOLS & TECHNOLOGIES

ORGANIC

- Ahrefs
- SEMrush
- Google Analytics
- Google Search Console
- Google Data Studio
- Rank Math
- Yoast
- Affiliate Networks - AWIN

MOBILE APPS

- App Store Connect
- Google Play Store
- App Tweak
- data.ai
- Sensor Tower
- Apps Flyer

PRODUCT & TEAM MANAGEMENT

- Trello
- ClickUp
- Jira
- Microsoft Teams
- Google Workspace
- Asana
- Miro

OTHERS

PAID MEDIA

- Google Ads
- Meta Ads
- YouTube Ads
- Google Shopping Ads
- Google Merchant Center
- Apple Search Ads

EMAIL MARKETING & AUTOMATION

- Airship
- HubSpot
- Mailchimp
- Active Campaign
- Send Grid
- Klaviyo

DESIGN & UI/UX

- Adobe Creative Suite
- Figma
- Canva
- Artgrid
- Shutterstock

- Bitly
- One link
- Trustpilot
- Lucky Orange
- Bunny Studio
- Hootsuite
- Video Ask
- Open AI
- WordPress
- Shopify

EDUCATION

SEP 2016 - NOV 2018

● Master in Business Administration (Marketing)

IMSciences, Peshawar

CGPA: 3.45/4.0

SEP 2011 - MAR 2016

● Bachelor in Business Administration (Marketing)

University of Peshawar

CGPA: 3.4/4.0