

# MUHAMMAD HAMZA

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## PROFESSIONAL SUMMARY

Results-driven **E-Commerce & Digital Marketing Specialist** with **7+ years of experience** in **Shopify, WooCommerce, Odoo ERP, and WordPress** platforms. Proven expertise in **SEO, PPC advertising, conversion rate optimization (CRO), and customer experience (CX) strategies**. Adept in **Google Ads, Facebook Ads, A/B testing, CRM management, and data-driven marketing analytics**. Passionate about leveraging cutting-edge technologies to enhance digital engagement, increase sales revenue, and optimize e-commerce performance. Seeking to drive growth through innovative digital solutions.

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## CORE COMPETENCIES & SKILLS

- **E-Commerce Platforms:** Shopify, WooCommerce, Odoo ERP, Magento, WordPress
  - **Digital Marketing:** Google Ads, Facebook Ads, Instagram PPC, TikTok Ads, Retargeting
  - **SEO & Analytics:** Keyword Research, On-Page & Technical SEO, Google Analytics, SEMrush, Ahrefs
  - **Conversion Optimization:** A/B Testing, Heatmap Analysis, UX/UI Improvements, Funnel Optimization
  - **Advertising & Content Strategy:** Copywriting, Product Listings, Email Marketing, Social Media Content, Video Marketing
  - **Customer Experience & Retention:** CRM Integration, Order Fulfillment, Loyalty Programs, Chatbots
  - **Technical & IT Skills:** Basic HTML & CSS, Microsoft Office, IT Support, API Integrations
  - **Leadership & Project Management:** Team Leadership, Strategic Decision-Making, Agile Workflow, Scrum
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## PROFESSIONAL EXPERIENCE

**E-Commerce Specialist | Digital Marketing Specialist**

**Top Chicken – Saudi Arabia**

*May 2023 – Present*

- Managed and optimized the company's online ordering application, increasing digital sales and reducing cart abandonment.

- Designed and executed Google Ads, Facebook Ads, and Instagram PPC campaigns, improving ad engagement and boosting ROI .
- Implemented on-page and technical SEO, increasing organic search traffic .
- Developed and automated email marketing workflows, enhancing customer retention .
- Led the **e-commerce operations team**, ensuring seamless **order fulfillment, payment processing, and CRM integration** for improved user experience.

### **E-Commerce Assistant Manager | Digital Strategy Lead**

#### **NURIYAA – Pakistan**

*Nov 2020 – April 2023*

- Managed and optimized a Shopify store, increasing revenue through advanced CRO techniques.
- Executed multi-channel digital marketing campaigns, boosting social media engagement and customer acquisition .
- Conducted A/B testing on product pages and landing pages, increasing conversion rates .
- Developed a data-driven SEO strategy, improving organic traffic through keyword optimization, backlink building, and page speed enhancements.
- Optimized inventory management and fulfillment processes, achieving order accuracy and reducing shipment delays .

### **E-Commerce & Digital Marketing Consultant (Freelance)**

#### **Various Clients – Pakistan, GCC & UK**

*January 2019 – Present*

- Provided expert consulting on Shopify, WooCommerce, Magento, and Odoo ERP, optimizing store efficiency and increasing client revenue .
- Designed and implemented Google Shopping Ads, retargeting campaigns, and display advertising, increasing CTR .
- Optimized SEO content strategy, achieving top-ranking positions for targeted keywords and increasing organic traffic .
- Led conversion rate optimization (CRO) projects, reducing checkout friction and increasing e-commerce conversion rates .
- Designed automated email marketing sequences, increasing repeat purchases .

### **E-Commerce Specialist | Performance Marketing Analyst**

#### **Nishat Linen Pvt. Ltd. – Pakistan**

*January 2018 – November 2020*

- Managed e-commerce store operations, pricing strategies, and product listings, increasing revenue during peak sales seasons.

- Executed **data-driven marketing campaigns**, optimizing **PPC, SEO, and social media efforts** for maximum engagement.
  - Streamlined order processing workflows, reducing fulfillment time and improving customer experience.
  - Conducted website heatmap and behavioral analytics, leading to UI/UX improvements that boosted checkout conversions .
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## EDUCATION

### Bachelor of Arts in Mass Communication

Allama Iqbal Open University, Islamabad, Pakistan – 2021

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## CERTIFICATIONS

- Foundations of Digital Marketing & E-Commerce – [Google](#)
  - From Likes to Leads: Interact with Customers Online – [Google](#)
  - Satisfaction Guaranteed: Develop Customer Loyalty Online – [Google](#)
  - Think Outside the Inbox: Email Marketing – [Google](#)
  - Make the Sale: Build, Launch, and Manage E-commerce Stores – [Google](#)
  - Attract and Engage Customers with Digital Marketing – [Google](#)
  - Technical Support Fundamentals - [Google](#)
  - Google IT Support – [Google](#)
  - Google My Business – [Google](#)
  - Google Ads Measurement Certificate - [Google](#)
  - Google Ads – [Coursera](#)
  - E-commerce Marketing with Generative AI – [LinkedIn](#)
  - E-commerce with Facebook and Instagram – [LinkedIn](#)
  - Shopify Essential Training - [LinkedIn](#)
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## LANGUAGES

- **English:** Fluent
  - **Urdu:** Fluent
  - **Arabic:** Basic (Reading/Writing)
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## ADDITIONAL INFORMATION

- Willing to travel for work opportunities.
  - References available upon request.
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