MUHAMMAD BILAL

DIGITAL MARKETING & WEB DEVELOPMENT SPECIALIST

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F-9/10, 3rd Floor, Samina Homes, Near Chawla Market, Nazimabad No. 1, Karachi

PROFILE

Results-driven Digital Marketing and Web Development Specialist with hands-on experience delivering complete digital solutions, including website development, social media management and online branding. Trained at IBA, Karachi, with strong expertise in SEO, content marketing and performance marketing. Proven ability to build and scale digital platforms for businesses and international clients using modern tools and data-driven approaches.

EXPERIENCE

Digital Marketing & Web Development Specialist — Freelance / Project-Based **2023 — Present**
Remote — Dubai and Pakistan based companies

- Developed and managed complete digital ecosystems for clients in Dubai and Pakistan.
- Designed and launched full online platforms, including websites, Facebook pages and Instagram business profiles.
- Built responsive, user-friendly websites using modern UI/UX practices.
- Applied SEO strategies and content marketing techniques to improve visibility and engagement.
- Executed Facebook and Instagram ad campaigns for lead generation and brand awareness.

Sales Representative **6 Months**
M/s Canvas Marketing Agency

- Worked in sales and marketing activities, dealt with clients and supported lead generation efforts.

SELECTED PROJECTS

PP Real Estate — Dubai. Managed Facebook and Instagram posts for a Dubai-based real estate business.

QCREALESTATE.com — Dubai. Built the complete website from scratch, including full design, structure and functionality.

EasynestProperties.com — Dubai. Built the complete website with modern UI/UX and branding.

SportCastles.com — Pakistan. Built the complete website and executed Facebook and Instagram campaigns, with continuous improvements and updates.

Easy Nest Vacation — Dubai. Developed the website, managed Facebook and Instagram pages and ran ad campaigns.

KEY SKILLS

- **Digital Marketing & SEO**
- **Social Media Management** — Facebook & Instagram
- **Website Design & Development** — WordPress
- **HTML & CSS**
- **UI/UX Design** — Figma, Canva
- **Content Creation & Branding**
- **Microsoft Office** — Excel, Word & PowerPoint
- **Analytical Thinking & Problem Solving**

EDUCATION

Bachelor of Commerce (B.Com) — 3rd Semester **In Progress**
Currently appearing / in progress

Higher Secondary Certificate (H.S.C.) — Intermediate **Passed**
Board of Intermediate, Karachi — Shipowner College, Karachi

References available on request.