

MUHAMMAD AMIR

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IQAMA: Transferable | 3 Years+ Continue

PROFESSIONAL SUMMARY

An enthusiastic, self-motivated Digital, Sales Marketing and Computer Operator with strong leadership and communication skills, a record of proven academic achievements, and a balanced blend of technical and soft skills required to help the organization achieve its goals and make a meaningful impact.

CORE COMPONENTS

Digital Marketer: Develops and manages online campaigns using platforms like Google and all social media channels, handles SEO, content creation, analytics, and brand growth strategies.

Sales & Marketing Professional: Generates leads, builds client relationships, executes sales strategies, negotiates deals, and drives revenue growth through market analysis and customer engagement.

Computer Operator: Manages data entry, system operations, and documentation while using tools such as Microsoft Excel and Microsoft Word for reporting and administrative support.

WORK EXPERIENCE

COMPUTER OPERATER

02/2025-Continue

COMPANY: Binham Travel Service (Pvt) Ltd

WORK INFORMATION: Manages data entry, system operations, and administrative support. documentation

LOCATION: Maidan Al Bait 2 Hotel Rusayfah Makkah Saudia Arabia



Digital Marketing Assistant

11/2023-01/2025

COMPANY: Avanza Group of Companies, Multan, Pakistan

WORK INFORMATION: Develops and manages online campaigns using platforms like Google and all social media channels.

LOCATION: Multan, Pakistan



Assistant Manager Sales & Marketing

7/2023-10/2023

COMPANY: Assistant Manager Sales & Marketing

WORK INFORMATION: Generates leads, builds client relationships, executes sales strategies, negotiates deals, and drives revenue growth

LOCATION: Multan, Pakistan



JOB RESPONSIBILITIES

- Perform data entry, maintain records, and prepare reports using Microsoft Excel and Microsoft Word.
- Accurately entered, updated, and maintained company data and financial records.
- Assisted in daily accounting tasks including invoices, vouchers, and expense tracking.
- Ensured data accuracy, confidentiality, and proper documentation.
- Planned and executed digital marketing campaigns (Google Ads & social media ads).
- Managed SEO and SEM strategies to improve online visibility and lead generation.

- Manage social media accounts, create content, and monitor online engagement.
- Analyze campaign performance using tools such as Google Analytics and prepare reports.
- Generate leads, meet sales targets, and build strong customer relationships.
- Conduct market research and develop strategies to increase product awareness.
- Negotiate contracts, close sales deals, and provide after-sales support.
- Handled social media platforms to increase brand awareness and engagement.
- Generated and followed up on leads using CRM systems.
- Analyzed campaign performance and optimized strategies to maximize ROI.

EDUCATION

BACHELOR OF SCIENCE IN HISTORY & CIVILIZATION STUDIES (2019 – 2023)

Bahauddin Zakariya University, Multan, Pakistan

INTERMEDIATE GENERAL SCIENCE (2017 - 2019)

Rise College for Boys Peer Khursheed Colony, Multan, Pakistan

MATRIC SCIENCE (2015 – 2017)

Govt. High School Ali Sher Wahin, Khanewal, Pakistan

CERTIFICATIONS

Digital Marketing & Search Engine Optimization (WordPress & Freelancing)

Ministry of IT & Telecom (DigiSkills.pk / Virtual University)

Interactive English for All

Bahauddin Zakariya University, Multan, Pakistan

PERSONAL INFORMATION:

Passport No:	QA1220281
Date Of Birth:	27/01/2002
Nationality:	PAKISTANI
Languages:	Urdu, English, Arabic
Religion:	Islam

COMPUTER SKILLS

- Microsoft Office (Excel, Word, PowerPoint, Power BI)
- CRM Tools (Salesforce, HubSpot, Zoho, Etravel)
- Google Ads Manager, Google Merchant Centre, Facebook Business Suite
- Google Analytics, Google Search Console, Meta Business Suite
- SEO Tools: Google Keyword Planner, SEMrush, Market Samurai Beta, Google Trends
- Off-page, on-page Optimization, Technical SEO
- Email Marketing Tools (Mailchimp, Klaviyo)
- Canva, Adobe Premiere Pro, CapCut, Filmora (Basic Design for Marketing)