MUHAMMAD BILAL JAMI

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DIGITAL MARKETER

Results-driven Digital Marketing Specialist with hands-on experience in **SEO, Social media, and Performance marketing**. Skilled in on-page, off-page, and technical SEO using SEMrush, Ahrefs, Moz Pro, Screaming Frog, and GSC. Proven success in planning and executing Meta ads with advanced targeting, retargeting, A/B testing, and campaign analysis — achieving **ROAS of 13+**. Background in **MERN Development** and UI design enables data-driven, user-focused marketing strategies.

PROFESSIONAL EXPERIENCE

TechLift Game Train   Apr 2022 - Sep 2022
Full-stack Developer
Full Stack MERN Development BootCamp

at TechLift Lahore.

Responsibilites:

- Designing User Interfaces (UI):
- Translating Design into Code:
- Ensuring Responsive Design:
- Working with Developers:
- Optimizing UI Performance:
- Conducting Design QA:
- Staying Updated on Trends:
- User-Centered Design Approach:

Magzel Dev Company   Oct 2022 - Dec 2022
SEO INTERNEE
Internship of Search Engine Optimization

at Magzel Dev Company, Lahore.

Responsibilites:

- On-Page SEO:
- Write Meta Title & Meta Description:
- Internal Linking:
- External Linking to Big site:
- Use 3 to 5 relevant images:
- Off-Page SEO Free & Paid:
- Technical SEO Using Screaming Frog:
- Semrush, Moz Pro, Ahrefs, & GSC:

EWebCraft Company   Jan 2023 - Feb 2024
Junior SM Management
Junior Social Media Marketer

at EWebCraft Lahore.

Responsibilites:

- Keyword Research/Paid Tool:
- On-Page Optimization:
- Competitors analysis:
- Off-Page SEO:
- Building Authority of sites:
- Designing Post & Scheduling:
- Run Meta Ads Campaign:
- Competitors analyse:

DigiPro Agency   Mar 2025 - Nov 2025
Performance Marketing
Junior Performance Marketing
at DigiPro Agency Lahore.

Responsibilites:

- Plan & Execute Paid Campaigns on Meta Platforms:
- Interest-Based Audience Targeting & Retargeting:
- Analyze Campaign Performance:
- A/B Testing:
- Competitor Analysis:
- **Best ROAS is 13+ Till Now:**

EDUCATIONAL EXPERIENCE

Matriculation in Science   Apr 2011 - Mar 2013
BISE Multan

City Lodhran

Major Subjects:

- Physics:
- Chemistry:
- Electrical:

Intermediate in Computer Science   Jun 2013 - Aug 2015
BISE Multan

City Lodhran

Major Subjects:

- Computer:
- Mathematics:
- Economics:

Bacholar in Computer Science **May 2015 - Aug 2017**
Islamia University Bahawalpur
City Bahawalpur
Major Subjects:

- Artificial Inteligency:
- Compiler Construction:
- Analysis of Algorithms:
- Computer Graphics:

Master in Computer Science **Oct 2018 - Feb 2022**
Islamia University Bahawalpur
City Bahawalpur
Major Subjects:

- Programming Fundamental:
- Data Structure Algorithms:
- Web Programming:
- Computer Graphics:

HOBBIES

- Traveling
- Reading History
- Personal Branding
- Islamic Concepts
- Digital media/YouTube
- Poetry

KEY COMPONENTS

- Strategic Thinking
- Audience Understanding
- Creative Skills
- Data-Driven Approach
- Scheduling
- Problem-solving
- Decision making
- Digital system setup
- Negotiations

TOOLS

- Meta Business Suite
- Meta Ads Manager
- Meta Ads Library
- Google Sheets
- Google Trends
- Canva
- CapCut
- Ahrefs
- SEMrush
- MozPro
- Keywords Everywhere
- Google Planner
- Google Search Console
- Google SERP
- VS Code editor
- AI Tools like ChatGPT, Google Gemini, etc.

LANGUAGES

- Urdu
- English
- Punjabi
- Saraiki