

# Muhammad Uzair Munir

## Digital Marketer

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I am seeking to join a professional organization where I can apply my knowledge, skills, and experience to contribute meaningfully to the organization's goals. My aim is to be a valuable asset in driving the organization's success, while also focusing on initiatives that positively impact the community and society as a whole. I am committed to continuous learning and growth, and I aspire to make a lasting difference through collaboration and innovation.

## Experience

2017-2018

### SEO Expert – Blue Clays (Previous Role)

- Developed and implemented SEO strategies to enhance website rankings and organic traffic.
- Conducted keyword research, on-page and off-page optimization, and technical SEO improvements.
- Analyzed website performance using SEO tools to drive continuous growth and visibility.

### Marketing Supervisor – IPS Pakistan (Current Role)

- Leading a dynamic team of 10 to 15 members, overseeing marketing campaigns and brand strategy.
- Managing digital marketing initiatives, including social media, content marketing, and advertising.
- Developing and executing strategic plans to enhance brand awareness and market reach.

### Projects:

- P3care Medical Billing Services ([www.p3care.com](http://www.p3care.com))
- Construcrem ([www.constructem.com](http://www.constructem.com))
- IPS Unit Of Education ([ipsuni.com](http://ipsuni.com))
- Drug Plus Pharmacy ([www.drugpluspharmacy.com](http://www.drugpluspharmacy.com))
- Country Club Auto Spa ([www.countryclubautospa.com](http://www.countryclubautospa.com))
- Selly.pk ([www.selly.pk](http://www.selly.pk))
- Foodo ([www.foodo.com.pk](http://www.foodo.com.pk))

## Education

### Riphah International University

2025

- MBA Digital Marketing

### Preston University, Lahore.

2013

- B.Tech Hons

## Skills

- Brand Development & Awareness
- Market Research & Analysis
- Search Engine Optimization (SEO)
- Content Marketing & Strategy
- Problem-solving
- Creativity
- Social Media Marketing
- Campaign Planning & Execution