

MUHAMMAD DANIYAL

DIGITAL MARKETING EXPERT

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SUMMARY

Results-driven Digital Marketing Specialist with 5+ years of experience in performance marketing, SEO, PPC, sale's funnel & marketing automation. Proven track record of scaling businesses through strategic marketing, lead generation, and cross-functional team leadership. Adept in Google Ads, Meta Ads, content strategy, automation, AI and business growth execution across diverse industries including real estate, fintech, healthcare, biotech, Aesthetic's, Real Estate and e-commerce.

PROFESSIONAL EXPERIENCE

Sr. Digital Marketing Expert & Business Growth Specialist Daiki Media (Malaysia) | 2024 – Present

- Led marketing, SEO, and design teams to execute cross-channel digital campaigns.
- Designed performance-based funnels and automations, resulting in 3X client ROI.
- Scaled digital presence across biotech, fintech, and real estate verticals.
- Collaborated with C-suite on strategic marketing transformation initiatives.

Sr. Digital Marketing Expert & Project Manager MRB Next Gen Tech (Australia) | 2023 – 2024

- Managed PPC campaigns, email marketing, and social strategy to increase inbound leads.
- Developed and implemented content calendars and automation workflows.
- Provided consulting and analytics reporting to improve KPIs and CAC.

Social Media Manager | Lead Generation Quaid Venture (Pakistan) | 2022 – 2023

- Managed PPC campaigns, email marketing, and social strategy to increase inbound leads.
- Developed and implemented content calendars and automation workflows.
- Provided consulting and analytics reporting to improve KPIs and CAC.
- Manage Social Media Account of client's & grow their social media account with content strategise's

Social Media Manager | Lead Generation QHSE International (UAE) | 2022 – 2023

- Responsible for generating qualified leads through PPC campaigns, email marketing, SEO, and strategic social media initiatives to boost inbound inquiries.
- Developed and executed sales strategies and automation workflows, resulting in a 5–10% monthly increase in sales.
- Created performance reports and analytics dashboards to optimize key KPIs and consistently meet sales targets.

FREELANCE DIGITAL MARKETING & WEB DEVELOPMENT SPECIALIST Upwork, Fiver

- Successfully set up and managed Google Ads, Facebook Ads, Google Tag Manager (GTM), and GA4 for eCommerce brands, B2B companies, SaaS businesses, and agency clients—consistently optimizing campaigns to boost conversions and drive revenue growth.
- Developed and optimized high-performance websites using WordPress, React, and Python, focused on user engagement and seamless functionality.
- Delivered result-driven digital marketing strategies across diverse industries, including Air Conditioning, Healthcare, Real Estate, Crypto, Blockchain, Cybersecurity, B2B, Corporate Services, Solar Energy, Restaurants, E-commerce, Perfumes, Bags, Clothing, Gemstones, and more.
- Expert in performance marketing, ad campaign management, Landing Page Creation and website optimization to elevate brand visibility and accelerate business growth.

SKILLS

Google Ads & Meta Ads (Facebook, Instagram)	SEO & SEM Keyword Research Link Building
Email Marketing Automation CRM (GHL)	Team Leadership Project Management
Conversion Rate Optimization A/B Testing	Adobe Photoshop Illustrator Canva Premiere Pro
E-commerce: Shopify, WordPress	Social Media Strategy & Management
Landing Pages Creation	Sales Funnel Creation & Automation
Copy Writing, Web Content Writing	Marketing Plan & Marketing Strategies

EDUCATION

Bachelor of Computer Science
Virtual University of Pakistan

2018 – 2021

TOOLS & PLATFORMS EXPERTISE

Marketing: Google Ads, Meta Ads, TikTok Ads, LinkedIn Ads, Mailchimp, GHL, Zapier
Design: Canva, Adobe Photoshop, Illustrator, Premiere Pro
Analytics: GA4, Google Tag Manager, Google Search Console
CMS & E-commerce: WordPress, Shopify
Other: Trello, Slack, Notion, Asana