Yasir Hussain
SoftwareEngineer

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Digital marketing is the act of promoting products and services through digital channels, such as social media, SEO, email, and mobile apps. Any form of marketing that involves electronic devices is considered digital marketing.

EDUCATION:

BS(Hons)Computer Science 2016-2020– GCUF Courses

- Object-OrientedProgramming
- Software ApplicationDevelopment
- SoftwareVerificationandValidation
- ArtificialIntelligence
- SoftwareRequirementandSpecification
- SoftwareDesignandArchitecture
- DatabaseSystems
- Object-OrientedSoftwareEngineering
- AdvancedWebDevelopment
- WebEngineering

Areas of Expertise

- Email Marketing (*MailChimp, Constant Contact*)
- Competitive Analysis & Market Research
- User Experience & Conversion Optimization
- Website Performance Analysis
- Multi-Channel Digital Content Strategy & Marketing
- Multi-Channel Social Media Marketing Strategy & Management
- Web Design & Web Project Management

- Basic Web Programming Knowledge (*HTML, CSS*)

Digital Marketing Analysis & Tracking
- Outlook
- BlueBook
- Yellow Page
- Meta Book
- Data scraping
- HubSpot
- Marketo
- Raven Tools
- SEO
- SEMRush
- Google Alerts
- Google Analytics
- Google Adwords/Keyword Planner
- Bringshare
- SERPSrank

EXPERIENCE

Digital Estimating Private Limited

EMAIL SENDING MARKETING

Sep-2020toOct-2021

SKYRAY Ventures

Digital Marketing

Jan-2022toSep 2022