

Muhammad Faisal

Project Manager

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Work Experience

Project Manager Oct 2023 - Present
Olympia Traders | Lahore

- Being a Project Manager to ensure that a project is delivered on time, within scope, and on budget while meeting the agreed objectives.
- Planning, Team Management, Communication, Budget Management, Risk Management, Timeline Management, Quality Assurance, Stakeholder Engagement, Problem-Solving and Project Closure.

Digital Marketing Expert Jun 2023 - Present
Olympia Traders | Lahore

As a Digital Marketer my primary focus is to develop and implement strategies that drive traffic, increase brand awareness, and generate leads or sales. Identify trends and insights, optimize spend and performance based on the insights.

- Measure and report performance of all regarding digital marketing campaigns, and assess against goals (ROI and KPIs)
- Managed successful Facebook, Google, and TikTok ad campaigns.
- Developed and optimized Shopify store, increasing online sales by 25%.
- Managed and promoted products on e-commerce platforms like Daraz and Markaz.

Manager and Quality control officer Mar 2020 - May 2023
Olympia Plastic Works | Lahore

As a Quality Control (QC) Manager I have to ensure that the products or services a company produces meet established standards of quality, performance, and safety.

- While being as a Manager I'm responsible for overseeing a team or department to ensure that operations run smoothly, objectives are met, and productivity is maximized.
- Supervised quality control processes to maintain high product standards.
- Monitored raw material quality and managed stock levels, ensuring operational efficiency.
- Implemented quality checks that reduced defective products by 20%.

Core Skills

Digital Marketing : Facebook Ads, Project Management,
Google Ads, TikTok Ads, SEO,
Shopify Management,
Accounting : Intuit QuickBooks,
Client Relations,
Import / Export Management,
E-Commerce : Shopify, Daraz, Markaz,
Amazon, Microsoft Office (Word, Excel, PowerPoint), Social Media Management

Certificates

Agile Project Management Nov 2024
HP LIFE

Social Media Marketing Oct 2024
HubSpot Academy

Digital Marketing Oct 2024
Digital Ad Expert by Aleph

Full Stack digital Marketing Jun 2024
e-hunar

Social Media Marketing Jun 2024
e-Rozgaar

Fundamentals Of Digital Marketing Mar 2024
Digital Scholar Chennai India

X Website Traffic & Sales Oct 2024
Campaigns Badge
X (Twitter)

Projects

Project Manager at Haier Pakistan Aug 2024 - Present

As a Project Manager at Haier, through Techno Co Links Engineering, I lead the execution of solar installation projects from planning to completion.

- My role involves overseeing project timelines, ensuring quality control, coordinating cross-functional teams, and managing client expectations to deliver efficient, sustainable energy solutions.
- Focusing on technical excellence and team collaboration, I drive each project to meet performance and cost-effectiveness goals while adhering to high safety and environmental standards.
- Skills: Project Management · Project Planning · Communication · Leadership · Data Analysis · Analytical Skills · Risk Management · Quality Assurance Analysis · Digital Strategy · Support Services · Cross-functional Team Leadership

Project Manager at Glamourstorepk Aug 2024 - Oct 2024

Project Manager and Digital Marketing Manager for Glamourstorepk, an online women's clothing brand. Oversee project execution, digital campaigns, and brand growth through strategic planning, optimizing online sales, and enhancing customer engagement.

- Led end-to-end project management for online campaigns, increasing brand visibility. Developed and implemented digital marketing strategies, resulting in a 20% increase in online sales.
- Enhanced customer engagement through targeted social media campaigns. Collaborated cross-functionally to ensure project alignment with brand goals.

Project and Marketing Manager at CharkhaThreads May 2024 - Aug 2024

Project and Marketing Manager for Charkha Threads, a customized women's clothing brand online. Drive project completion, develop marketing strategies, and boost customer engagement through personalized campaigns and effective digital outreach.

- Managed marketing campaigns, contributing to a 25% growth in customer acquisition. Streamlined project workflows to optimize the delivery of customized clothing orders.
- Increased brand loyalty through targeted digital promotions and personalized customer experiences. Coordinated with design and production teams to align projects with brand vision and customer expectations.

Education

Google

Oct 2024 - Present

Project Management

Agile Project Management

HP LIFE Nov 2024

X (Twitter)

Sep 2024 - Oct 2024

X Website Traffic & Sales Campaigns Badge

Digital Ad Expert by Aleph

Sep 2024 - Oct 2024

Digital Marketing

HubSpot Academy

Aug 2024 - Oct 2024

Social Media Marketing Certified

Govt of Punjab By e-Rozgaar

Apr 2024 - Jun 2024

Social Media Marketing

Govt of Punjab By e-Hunar

Jan 2024 - Jun 2024

Full Stack Digital Marketing

Digital Scholar Chennai India

Jan 2024 - Mar 2024

Fundamentals of Digital Marketing

University of the Punjab

Mar 2016 - Apr 2020

Bs(Hons) Physics

Govt M.A.O Graduate College

Mar 2014 - Nov 2016

Higher Secondary school Certificate
Pre Engineering

BISE Lahore Matriculation

Jan 2012 - Nov 2014

Science