



Muhammad Mot-sim Ullah

Digital Marketing consultant

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Languages

- English (Fluent)
- Hindi (Native)
- Panjabi (Native)

About

With proven expertise in driving sales growth through innovative marketing strategies, I excel in online sales and adapt seamlessly to the fast-paced retail sector. My experience spans across creating impactful campaigns and managing digital promotions, enhancing my analytical skills crucial for thriving in dynamic retail environments.

BRANDS WORKED WITH

- On Point Study
- BDH Collective
- Broccoli Hemp Company
- VIRSA LONDON

Experience

DIGITAL MARKETING INTERN

On Point Study | Jul 2023 - Mar 2024

- Developed and implemented targeted marketing campaigns for On Point Study
- Limited, resulting in a significant increase in course enrollment and service uptake.
- Collaborated with cross-functional teams to design and execute promotional materials, including brochures, flyers, and digital advertisements, ensuring brand consistency and effective communication of key messages.
- Managed email campaigns reaching 10 with Mailchimp.
- Collated data on impact of campaigns and marketing activity of 13+ staff, adding to my managerial skills.



BUSINESS CONSULTANT

BDH Collective | Feb 2023 - Jun 2023

- Conducted market research and competitor analysis, identifying key opportunities and providing strategic recommendations to drive company's market expansion in Europe and the USA which Made my analytical skills more strong and enhanced the ways of evaluation.

EDUCATION

MARKETING ASSISTANT

Broccoli Hemp Company | Aug 2022 - Feb 2023

- Developed and implemented comprehensive marketing strategies that drove a 30% increase in sales within the first quarter of engagement, which made my hold more firm on the sales field.
- Created and managed successful digital marketing campaigns across various platforms, generating a 50% increase in website traffic and a 25% growth in online Sales, resulting in my online sales skills to flourish.
- Provided strategic guidance on SEO and website optimisation, leading to a 25% improvement in organic search rankings, benefiting the company as well as my own skillset.

Education & Training

2023

University of East London

Bsc,

2021

University of East London

Certificate of Effective Team Management,

2021

University of East London

Certificate of Managing The Organisation: People and Organisation,