

Malik Faraz

Marketing Research Associate



Contact

Address:

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Languages

English – A1
Urdu – A1

Skill's

Project management

Strong decision maker

Complex problem solver

Service-focused

Innovative

Summery

To work in an organization where I can fully utilize my knowledge to achieve the highest efficiency, strive to promote the status of organization and standardize the education level in skilled manners. Meticulous Keyword Research Associate with 3 years of experience with complex dataset analysis and familiarity with research best practices of Keyword field. Analytical statistician with extensive understanding of trends in similar research environments and familiarity with statistical analysis software for reliable data management and presentation. Articulate presenter and published writer with career history of successful presentations.

Experience

Marketing Research Associate -

AUA Solution, Karachi

07/2019 to Now

Lead Generation

Targeted contact and email list development based off of client criteria, company lists vs. desired titles, and other client instructions, all collected manually for customized lead generation to aid with recruitment, sales and marketing support

Market Research & Product Reviews

Browse thru company websites, data repositories, online directories, Google and other online sources to data mine and web research pertinent contact and company information and collect on MS Excel Targeted B2B Contact Lists

Education

Intermediate: **Commerce** - 2020

Karachi Board, Karachi Pakistan

Diploma In Digital Marketing – 2022

Digitalize Training, Karachi Pakistan

Certifications

Digital Marketing (certificate): **Digitalize Training**.

Specialities: **SEO, PPC, SMM, Google Analytics**.

Research Associate (certificate): **AUA Solution**