



RANA M MUZAMIL

+971-50-903-9957 | ranamuzamil195@gmail.com

MARKETING MANAGER - DIGITAL MARKETING

Hi, I'm Rana Muzamil, a Marketing Manager at Oporto, focused on building scalable digital growth systems for modern brands. With over 6 years of hands-on experience, I specialize in turning ideas into measurable business results through structured strategy and execution. I believe effective marketing is not about chasing trends, but about understanding audiences, solving real business challenges, and creating systems that drive sustainable growth and long-term value. Whether I'm leading marketing efforts for a brand or collaborating on new projects, I bring clarity, ownership, and a results-focused mindset to everything I do. I look forward to working with brands and teams that are serious about growth.

STRENGTHS AND EXPERTISE

Social Media Management
Meta Ads/Insta Ads
Content Creation
Influencers Campaign

Social Media Optimisation
Google Ads & Analytics
Video Shooting & Editing
Email/SMS Marketing

Social Media Marketing
Tiktok Shop & Ads
Reels Editing
Communication & Leadership

PROFESSIONAL EXPERIENCE

Oporto Dubai Hills
Marketing Manager

July 2025 - Present
DUBAI, UAE

Accomplishments:

For the past one years as Oporto's Marketing Manager in Dubai, I lead the full organic marketing ecosystem across content, PR, campaigns, and delivery platforms. Within my first month, I drove a record-breaking revenue surge from 450K AED to 735K AED, selling 14,000 burgers and hitting the highest sales milestone in Dubai operations. Through data-driven organic scaling, I permanently elevated delivery volume from 7 to over 75+ daily orders and stabilized ongoing monthly revenue above 535K AED.

Responsibilities & Tools:

- Daily Content Creation
- Reels Editing - Capcut pro
- Food Pictures Designing - Canva pro
- Monthly Post Scheduling on All Social Media platforms
- Monthly Social Media Calendar preparation & Strategies
- In Restaurant Offers & Artwork
- Delivery Campaigns & Offers
- Generating New Marketing Strategies & Ideas
- Website Creation and Integration - Wordpress
- Website Content Management & Orders Integrations
- Monthly Reports & Analytics
- Taking Decisions for new strategies based on Customers Data
- Aligning with month national & International events
- Helping Operations to align with marketing
- Helping team members to align with marketing

Shopogenie Studios
Media Buyer

Nov 2025 - Present
Freelance - UK

Accomplishments:

I am currently working remotely with Shopogenie Studios, a UK-Pakistan-based podcast studio, as a Meta Ads lead generation specialist. With a focused targeting strategy and minimal budget, I consistently generate an average of 7 high-quality and fully relevant leads per day, maintaining a 98% success score with zero irrelevant inquiries. This is an ongoing part-time freelance role where I efficiently manage and optimize campaigns within one dedicated hour daily, ensuring consistent and performance driven results.

Responsibilities & Tools:

- Meta Business Account Creation & Setup
- Meta Account Verification
- Meta Ads Manager Creation & Setup
- Pixel Creation & Integration with Website
- Custom Tracking Integration with CTA's of Website
- Created an Engagement Campaign to train the pixel
- Optimising the Engagement Campaign to generate audiences
- Strong Audience Tracking with Custom & Lookalike Audiences
- Create Converting Ad Copies & Description that actually help in SEO too.
- Created Lead Generation Campaign - Landing Pages leads & WhatsApp Leads
- Managing campaigns & Optimising them to generate quality leads
- Weekly Insights & Data Analytics for reporting and generating new strategies

Scandinavian Lines Logistics
Digital Marketing Manager

July 2024 - Oct 2025
DUBAI, UAE

Accomplishments:

- Website Content Management
- Website Maintenance
- Google Ads for Lead Generation
- Google Tag Manager – Tag Integrations according to Goals
- Google Analytics & Strategies
- Social Media Post Designing
- Social Media Marketing & Management
- Social Media Insights
- Social Media Strategies
- Data Insights and Weekly Strategies.
- Social Media Clients Engagement
- Canva Post Designing
- Video Editing - Capcut

Nihad Al Qoum LLC CO
Digital Marketing & PRO

September 2023 - July 2024
DUBAI, UAE

Accomplishments:

- Design Social Media Visuals and Edit Reels for weekly scheduling.
- Meta Ads Creation, Management, and Optimization.
- Social Media Customer Support.
- Data Insights and Weekly Strategies.
- Clients Management & Dealing.
- WordPress Website Creation and Maintenance.
- Visa Application and Fines Inquiry

Daiki Media
Administrator & Virtual Assistant

March 2022 - August 2023
Freelance - Malaysia

Accomplishments:

- Manage schedules and appointments
- Maintain records and documents
- Coordinate daily office tasks
- Handle emails and client communication
- Website Customers Behaviour Monitoring and Suggestions.
- Meta, Google, Lazada, and Shopee Ads Creation, Management, and Optimization.
- Ads Account Weekly Insights and new strategies.
- Social Media Marketing Strategies for engagement and leads.
- Team Leading on behalf of weekly insights and new strategies.
- Weekly Excel reports and data management.

Ads Wisard
Business Development & Personal Assistant

February 2016 - July 2020
Pakistan

Accomplishments:

- Scheduling: Organize meetings, appointments, and calendars efficiently.
- Documentation: Keep accurate records, reports, and files up to date.
- Office Coordination: Oversee daily tasks and ensure smooth office operations.
- Communication: Respond to emails and support client interactions professionally.
- Daily basis proposals sharing and project dealing with clients on Freelancing Profiles (Fiverr, Upwork, People Per Hour)
- Cold Lead Generation through Social Media Profiles (Facebook, LinkedIn)
- Daily Visuals Design for social media posting.
- Meta Ads Creation, Management, and Optimization.
- Meta Ads Insights and new strategies for campaigns
- B2B Leads Generations through Websites
- Project management and team leading through Trello.
- Weekly Reporting and records management through google sheet.

EDUCATION

Government College University Faisalabad
Graduate in Computer Sciences

IT Academy Pakistan Air Force
Certified Data Analytics

Centennialsol
Certified Pro Digital Marketing

Fiverr.com
Level 2 Seller on Fiverr
