



Muhammad Shahroze Rashid

Trainings and Marketing Specialist

☎ 0332-6656789

🌐 www.shahroze.guru

✉ mshahrozerashid@gmail.com

📍 Samanabad, Lahore

ABOUT ME

Experienced Marketing and Training Specialist with a strong background in digital marketing, course execution, and operational strategy. Skilled in managing workshops, boosting online presence, and driving measurable growth.

WORK EXPERIENCE

Oct 2025 - Aug 2026 **TEAM LEAD - DIGITAL MARKETING**

SOLUGENCE INFOTECH

- Dynamic Digital Marketing Team Lead at Solugence, specializing in integrated digital strategies, team leadership, and performance marketing. Successfully led projects such as Custom Boxes Tech, with a strong focus on driving measurable business growth through SEO, SEM, content marketing, and data-driven campaign optimization. Passionate about building collaborative teams and delivering strategies that improve visibility, engagement, and conversions.

Sep 2021 - Oct 2025 **DIGITAL MARKETING AND TRAININGS SPECIALIST**

KAUL ASSOCIATES (NATIONAL HOSPITAL & DOCTORS HOSPITAL)

- Led coordination and execution of 100+ training workshops including international courses like WINFOCUS FOCUS and AHA BLS.
- Managed anesthesia residency program: induction, online classes, quarterly reviews, and milestone tracking.
- Developed and implemented comprehensive digital marketing strategies, managing social media, SEO, content creation, and promotions.
- Designed all course promotional materials and maintained high engagement through consistent branding.
- Managed budgeting, reporting, and KPI tracking for training and marketing initiatives.

Aug 2017 - Jun 2020 **MARKETING & OPERATIONS EXECUTIVE**

TAJ COMPANY PVT LTD

- Initiated Pakistan's first Quran Pak Online Delivery System during COVID-19 lockdown, partnering with courier companies and securing religious approvals.
- Led digital marketing campaigns, SEO optimization, content strategy, and weekly data analysis reports.
- Reduced market credit by introducing a sales classification system with credit limits and performance-based incentives.
- Improved cash flow by implementing a strict 90-day credit policy with performance-based extensions.

- Solved stock mismanagement issues by introducing outlet-specific stock limits based on 6-month sales history.
- Supervised outlet staff attendance, stock audits, local supply coordination, and store display/renovation.

EDUCATION

2025 - 2027	EXECUTIVE MASTER OF BUSINESS ADMINISTRATION (E-MBA) The University of Lahore
2013 - 2017	BACHELOR OF BUSINESS ADMINISTRATION (BBA HONS.) University of Education Specialization: Marketing CGPA: 3.50/4.00

SOFT SKILLS

- Strong Communication
- Attention to Details
- Time Management
- Team Collaboration
- Project Ownership
- Problem Solving
- Decision Making
- Client Relationship Management

CREATIVE TOOLS

- Canva
- Adobe Photoshop
- Adobe Illustrator
- Capcut
- Microsoft Word, Excel, PowerPoint
- Google Workspace – Forms, Sheets, Slides, Drive

WEB & SEO TOOLS

- WordPress – Website creation & management
- Google Analytics – Traffic & performance tracking
- Keywords Everywhere – Browser extension for quick keyword volume and CPC insights
- Google Search Console – Indexing & SEO analysis
- SEMrush – Keyword research & competitor analysis
- GTmetrix – Site speed optimization
- Yoast SEO – On-page SEO
- Rank Math SEO – Advanced SEO plugin for WordPress

MARKETING

- Digital Marketing Strategy
- Social Media Campaigns
- Promotional Design & Branding
- Content Planning
- Marketing Analytics & Reporting
- Email Marketing
- SMS Marketing

ADMINISTRATIVE

- Trainings & Workshops Management
- Staff Attendance & Roster Management
- Inventory & Asset Management
- Data & Record Keeping
- Online Meetings/Class Supervisions
- Appoints/Bookings Management