

HAMMAD MAHMUD

ENTRY-LEVEL DIGITAL MARKETING | SEO & CONTENT | SOCIAL MEDIA | MARKETING OPERATIONS

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PROFESSIONAL SUMMARY

Early-career digital marketer building on hands-on projects in website development, SEO-focused content, social media, B2B digital presence, lead capture, and workflow automation. Combines customer-facing real estate experience and business operations with practical use of Google Search Console, Google Apps Script, Google Sheets, Make, and AI-assisted tools. Seeking an entry-level role across digital marketing, content, e-commerce, or marketing operations.

SELECTED PROJECTS

Real Estate Website & Customer Journey | hammadtherealtor.ca

- Relaunched and maintained a real estate website, addressing prior SSL/browser issues and working with Google Search Console on search indexing; created custom marketing graphics and content.
- Built a buyer questionnaire and Google Apps Script workflow that generates a personalized buyer blueprint PDF, emails the result, categorizes lead readiness, and records submissions in Google Sheets.

B2B Export Website & Content | castoreumcanada.ca

- Created a digital presence for a Canadian castoreum trading company, with buyer-oriented product information, English/French content, quote-request and WhatsApp inquiry paths.
- Applied a business-focused approach to content hierarchy, product information, credibility, and inquiry conversion. Search and sales outcomes have not yet been measured.

Lead Capture & Booking Workflow Automation

- Designed a custom booking flow connected to calendar availability, confirmation emails, meeting links, and separate Google Sheets tracking for submissions and bookings.
- Used automation and AI-assisted tools to reduce manual handoffs and create a more organized lead experience.

CORE SKILLS & TOOLS

Marketing	SEO and SEM fundamentals, keyword-focused content, social media, copywriting/editing, lead generation, landing-page content, customer journey design
Operations	Lead capture and qualification, email workflows, booking journeys, spreadsheet tracking, workflow automation
Project tools	Google Search Console, Google Sheets, Google Apps Script, Make, Google AI Studio, ChatGPT, Claude, Muse, website builders, custom-built booking
Learning / familiarity	Google Analytics 4, Google Ads, Meta Business Suite, Canva, CapCut, Shopify, e-commerce and email marketing concepts

CERTIFICATIONS & PROFESSIONAL DEVELOPMENT

- Google AI Professional Certificate — completed, 2026. • Google Digital Marketing & E-commerce Certificate — in progress; first two courses completed, 2026.
- Make Intermediate badge — completed, 2026; learning includes HTTP, webhooks, error handling, and functions.

PROFESSIONAL EXPERIENCE

Digital Marketing Specialist (self-employed projects) — Independent	Sep 2026–Present
• Build practical web, content, SEO, lead-capture, and automation projects to develop a demonstrable portfolio.	
Real Estate Agent — Homelife TRADEMAX Realty	Jul 2024–Present
• Support buyers and sellers through needs discovery, property research, client communication, and follow-up.	
Real Estate Agent — Royal LePage Signature Realty	Jan 2022–Jul 2024
• Supported prospective clients through real estate decisions, coordinated next steps, and maintained client relationships.	
Franchise Owner — Lazeez Shawarma	Sep 2018–Jun 2026
• Managed a customer-facing business, building transferable experience in operations, customer service, problem-solving, and business ownership.	