

Contact

+44 7903858225 (Home)
mustansar.iqbal@gmail.com

www.linkedin.com/in/
mustansariqbal (LinkedIn)
mustansariqbal.blogspot.com
(Blog)
www.ajktechnologies.com/
(Company)

Top Skills

SEM
Online Marketing
E-commerce

Languages

Punjabi (Native or Bilingual)
English (Native or Bilingual)
Urdu (Native or Bilingual)

Certifications

Google Analytics Qualified

Publications

What is Fracking

Mustansar Iqbal

Senior Project Manager at We Buy Cars Today
London, Greater London, United Kingdom

Summary

Mustansar has worked in specialist roles involving IT for UK companies over a 7+ year career and holds a Master Degree in Research & Marketing, specifically in Internet Strategic Planning and Information Technology (Project Management).

Mustansar has worked in Internet and Websites since 2008 and as a professional SEO Website Search Engine Optimisation specialist since the year 2008, Mustansar has consistently proven his ability with a 100% success track record for providing Clients with top positioning results on the major Search Engines Results Pages ('SERP's) and is highly regarded amongst the industry's authorities worldwide. Mustansar's extensive commercial Internet experience includes working with some of the leading UK and International companies and their respective online Brands and providing excellent value through his 100% success record. Mustansar is a skilled and highly experienced practitioner in the ethical 'best practice' fully rule compliant methods for attaining top ranking, first page placement and high positioning in the free 'natural' and 'organic' search results on the major Search Engines. In the course of his career thus far, Mustansar has been involved with over 10 companies and has enjoyed a 100% success rate in Top Positioning over 3,000 keywords using Google standardise techniques within the (organic/natural) Search Engine Results.

Having developed great skills set in SERP, Mustansar, also head the PPC campaigns for several clients and have managed campaigns with monthly budget over £110k a month. I did manage to achieve the conversion from 27% to 48% on over all PPC campaign in a competitive market.

Specialties: New Business Discovery, Internet Marketing, Web Promotion, Web Publishing, Website SEO (Search Engine Optimisation), PPC, Social Media Management, online media leveraging, Web and IT Project Management, IT Consulting, Website and User Experience Testing and Analysis, Team Leadership, and Marketing Management.

Experience

Better Than Auction
Senior Project Manager
September 2014 - Present
London, United Kingdom

I oversee and ensure the successful delivery and management of the software base projects within scope, quality, time and cost constraints that may be clearly defined or may require dynamic change management.

In this role, I am responsible for providing management with regular project updates, creating and maintaining trusting relationships, working with teams involve to formalize project requirements and scope of each project phase, identifying and managing project issues, identifying project risks early and assisting by providing prudent and timely recommendations for risk response.

- I lead Technical Architects within the organization and the technical leads from our implementation partners.
- Owning projects and being the main person responsible for driving the optimum delivery of outputs, including planning at the level appropriate to the complexity of the project, structuring and sequencing appropriate sets of tasks and activities.
- Leading the projects delivery team and overseeing all suppliers, dependencies, achievements, and significant risks and issues in accordance with our standards and guidelines.
- Reviewing all project delivery budgets and resourcing, driving governance arrangements to support appropriate reporting.
- Mitigating risk through working with the business, using effective stakeholder management to agree common understanding to reducing risk.
- Maintaining relationships with key customers and company partners, making sure that effective and robust communication plans are agreed and in place.
- Identifying and implementing effective quality and efficiency improvement initiatives.
- Leading and encouraging the team to maintain full engagement in meeting business objectives.
- Managing and following company procedures to manage appropriate resources, communication strategies, training and competency.
- Supporting major business transformation programmes and driving delivery performance improvements across the portfolio and function.

We Buy Cars Today
Head of Marketing and IT
October 2012 - Present
London, United Kingdom

- Provide service leadership related to Marketing and Communications of business.
- Ensure that high-quality services are delivered effectively, efficiently and consistently, whether it is direct or indirect communications.
- Make sure that the businesses marketing communications promote the right message to maintain a good brand image.
- Act as the lead officer in all Marketing and Communications activities, this means it is important that they are accessible and approachable for other employees to see them as an advisor and point of contact, to provide high-quality advice to solve any problems they may have.
- Juggle multiple projects in a dynamic, high-pressure environment
- Track and report marketing ROI and KPIs
- Optimise Digital Media to maximize efficiencies across multiple channels to deliver expected growth within agreed budgets
- Bring above the line/brand/PR marketing campaigns to life digitally where appropriate
- Develop, execute and track tactical, multi-channel marketing campaigns
- Manifest the creative content ideas of others as well as your own ideas
- Devising strategies to drive online traffic to the website.
- Tracking conversion rates and making improvements to the website.
- Developing and managing digital marketing campaigns
- Utilizing a range of techniques including paid search, SEO, PPC, Mobile Ads, youtube marketing and media Buying
- Enhancement of conversion. (Achieved from 34 % conversion to 48%)
- Overseeing the social media strategy for the company.
- Managing online brand and product campaigns to raise brand awareness.
- Improving the usability, design, content and conversion
- Responsibility for planning and budgetary control of all digital marketing
- Evaluating customer research, market conditions and competitor data.
- Review new technologies and keep the company at the forefront of developments in digital marketing.

Best Deals for Hotels
Project Manager
October 2011 - October 2012 (1 year 1 month)
London

Owning the execution and evolution of brand positioning for European Markets, and evangelise the position throughout the organisation;
Drive the development, execution, analysis and maintenance of strategic development planning from concept development to execution.
Support development of product presentations and meeting materials on a frequent basis;
Establishing and maintaining positive collaboration with external partners, including public relations, publisher/advertising partners, as well as, partner regularly with internal divisions, including internal design, product, legal, finance/accounting and HR;
Creating and maintaining timelines, and ensure that projects are tracking to their assigned deadlines;
Supporting the final definition and roll out of programme specific IT systems(Deploy Adviser), working closely with external suppliers to ensure the delivery is in line with expectations and adhering to the budget.
Providing ongoing user support.
Being first line escalation for any system queries.
Routine maintenance of issues plus escalation of complex issues to external supplier.
Responsible for input and monitoring the quality of data entered to the system.
Managing the permissions systems and maintaining workflows
Working closely with the team ensuring that they understand and use the system effectively.
Ensuring that the system is rolled out as required and upgrading the system as and when required.
Experience with database management, including user administration.
Experience with SSRS reporting.
Experience with user training and technical support.
Procurement and logistics applications.
Effective leadership, interpersonal and communication skills.

ASK FOR SEO

SEO Expert

October 2010 - July 2011 (10 months)

Brand development, web site traffic growth, web site UI and advertising revenue. Developed brand strategy and statistics systems.

Strategic Consulting, including business plan & sales strategy development.

Advising new businesses on formation of corporations and business structures, drafting privacy policies and structuring commercial transactions.

Generated new development deals for a real estate development company that focuses on multi-family residential projects, including real-estate market analysis.

Comprehensive database management and migration from SQL to Oracle. Instruction on workstation setup for prevention of eyestrain, repetitive strain injuries, and backpain. Give onsite and offsite classes.

ASK FOR SEO

SMO EXpert

January 2010 - July 2011 (1 year 7 months)

Islamabad

Brand development, web site traffic growth, web site UI and advertising revenue. Developed brand strategy and statistics systems.

Strategic Consulting, including business plan & sales strategy development.

Advising new businesses on formation of corporations and business structures, drafting privacy policies and structuring commercial transactions.

Generated new development deals for a real estate development company that focuses on multi-family residential projects, including real-estate market analysis.

Comprehensive database management and migration from SQL to Oracle.

Instruction on workstation setup for prevention of eyestrain, repetitive strain injuries, and backpain. Give onsite and offsite classes.

Kashf Foundation

Branch Manager

2006 - 2010 (5 years)

Oct. 2008 to 10 Jan.2010 Working as a Group Lending Branch Manager In Kashf Foundation Alam Chowk Branch Gujranwala. Kashf is the micro finance institution in Pakistan with a specific focus on women Empowerment and reduce Poverty; and focus On "Financial Services for all"

§ Develop a strong, Committed and high Performing Team

§ Ensure Compliance with Policy & Procedure at all level

§ Ensure quality growth and client satisfaction as well as low exit ratio

§ Ensure high quality Loan Portfolios (40 million Loan Disburse) with on time recovery

§ Conduct Pre & post Disbursement Audits and monitoring of the field operations and minimize risk

§ Maintain accurate, transparent and reliable records keeping at all level of operations and manage expenses with in a approved budget.

§ Undertake Trend Analysis of Branch Performance on key Variables

- § Conduct Regular Coaching and training of staff members
- § Handling Branch internal & external affairs with respect to Administrative, Financial, Operational, Information Technology and Human Resource etc.
- § Achieve Vs Targets 100% Achievements
- § Branch documents (Cash Book, Bank Book, Miracle Worker Reports etc.)
- § Check all inflow and Outflow of cash as well as Banking Transaction.

Education

Anglia Ruskin University

Master's Degree, Marketing/Marketing Management, General · (2013 - 2014)

BPP Law School

LLB, LAW · (2012 - 2015)

Punjab University

BBA, Business · (2007 - 2009)

University of Northampton

Master of Laws - LLM, Law · (2016 - 2018)