


# M AHMAD HASHMI


DIGITAL MARKETING EXECUTIVE



 M Ahmad Hashmi

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## ABOUT ME:

BS IT graduate specializing in Digital Marketing and Graphic Design. Experienced Digital Marketing professional with expertise in Google Ads, SEO, and social media marketing. Proficient in putting SEO tactics into practice that increase organic visibility and in cost-effective PPC initiative optimization. Passionate about driving brand growth through innovative marketing strategies. Perpetual learner committed to staying updated on industry trends.

## WORK EXPERIENCE:

### Digital Marketing Executive (November 2022 - Present)

DIGITAL MARVELS, ISLAMABAD (on-site)

- Designed visually appealing graphics for various digital marketing materials, contributing to a notable boost in brand recognition and social media engagement.
- Led the implementation of real time reporting on marketing spend to adjust bid strategy, leading to a 35% improvement in ROI. Successfully Supported marketing team by writing and editing 100+ social media and email campaigns.

### Digital Marketing Executive (March 2022 - October 2022)

DIGITAL GOOGLERS, MULTAN (on-site)

- My responsibility was to run campaigns & generate quality leads.
- Created reporting around paid marketing funnels, and leveraged this to incrementally improve the conversion rate by 210%.

### Graphic Design & SEO Expert (January 2022 - July 2022)

DIGITAL EAGLES, AUSTRALIA (remote)

- Managed social media platforms for the company.
- Designed content for social media platforms.
- Strategized, developed, and oversaw paid digital marketing initiatives across AdWords, Instagram, and Facebook, with a monthly budget of \$10,500, resulting in approximately \$160,750 in monthly revenue.

### Social Media Marketer (July 2020 - February 2022)

BRANDXEVO, MULTAN (on-site)

- Oversaw paid digital marketing campaigns across AdWords.
- Developed and optimized targeted Google Ads campaigns, leading to a significant increase in click-through rates (CTR) and conversion rates, thereby improving online visibility and generating more leads.
- Contributed to the success of diverse marketing campaigns, leveraging expertise in social media advertising and captivating graphic design.

## EDUCATION:

### Bachelor's degree in Info. Technology

BAHAUDDIN ZAKARIYA UNIVERSITY, MULTAN

Duration: 4 Years (2018-2022)

CGPA: 3.11

## PROJECTS:

Three Cell.UK Marketing | 3 Office Software Marketing | FG Aesthetic Clinic Marketing | Vape Root Website's Marketing | Sirius Nest Game Development company | The Creative Leather Ecommerce Brand | Butt Caterers Website's SEM | Classic Web Tools Marketing | HunarMand Tailors SEM | Custom Apparels by JK Marketing | Custom Patches by MJ | Blessing Real Estate Agency Marketing |

## SKILLS:

Paid acquisition (Facebook, LinkedIn, AdWords) Pay Per Click  
Market / Trend Research Marketing Strategies Web Analytics  
Lead Generation Graphic Designing Search Engine Optimization  
Landing page designing Conversion Rate Optimisation  
Social Media Management Search Engine Marketing SMM

## TOOLS:

Lead Generation Google Analytics Branding Trends  
Facebook Ads Manager Facebook Pixel MOZ Ubersuggest  
Google Tag Manager Google Merchant Center Hootsuite  
Hubspot Mailchimp Semrush Wordpress Adobe