M AHMAD HASHMI

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SUMMARY

BS IT graduate specializing in Digital Marketing and Graphic Design. Experienced Digital Marketing professional with expertise in Google Ads, SEO, and social media marketing. Passionate about driving brand growth through innovative marketing strategies. Perpetual learner committed to staying updated on industry trends.

WORK EXPERIENCE

TECHNTH MARKETING AGENCY, MULTAN   May 2023 – Dec 2024

Digital Marketing Specialist   **(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 MARVELS, ISLAMABAD   March 2022 – April 2023

Digital Marketing Specialist   **(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%.

DIGITAL EAGLES, AUSTRALIA   January 2022 – July 2022

Graphic Design & SEO Expert   **(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.

BRANDXEVO, MULTAN   July 2020 – February 2022

Social Media Marketer   **(On-site)**

- Oversaw paid digital marketing campaigns across AdWords.
- Contributed to the success of diverse marketing campaigns, leveraging expertise in social media advertising and captivating graphic design.
- 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.

EDUCATION

BACHELOR'S DEGREE IN INFORMATION TECHNOLOGY   Bahauddin Zakariya University, Multan

- **Duration:** 4 Years (2018-2022)
- **CGPA:** 3.11