



# Raheel Ahmed

Digital Marketing Manager at ABN Overseas Education

A highly resourceful, dedicated, and competent person with more than 5+ years' practical experience in digital marketing and a leading expert in multiple technologies. Fully skilled in Social Media Paid Advertisement (Facebook, Instagram, Twitter, LinkedIn) and Search Engine Paid Advertisement (Display Ads & Search Ads).

I can increase sales, generate leads, increase targeted website traffic, increase social media followers and engagement, establish your brand/business on social media, increase online visibility & establish your company in local search. I have possessed considerable knowledge of website development, graphics designing, video editing. Adept in managing multiple tasks simultaneously like scheduling, designing, development, executions, analysis and reporting. A highly-creative Digital Marketing Manager to lead your marketing team in the right direction to achieve your digital goals.

## STRENGTHS & SKILLS

### PERSONAL SKILLS

- ✓ Timeline Management
- ✓ Multitasking & Flexibility
- ✓ Honesty & Loyalty
- ✓ Passion & Motivate
- ✓ Decision Making
- ✓ Analytical Skills
- ✓ Positive Attitude
- ✓ Critical Thinking
- ✓ Trouble Shooting Skills
- ✓ Hardworking
- ✓ Communication Skills
- ✓ Quickly Learn New Skills

### APPLICATIONS

- ✓ ERP & CRM
- ✓ MS Office
- ✓ Adobe Photoshop
- ✓ Adobe Illustrator

### DEVELOPMENT SKILLS

- ✓ CMS (Word Press)
- ✓ Website Development
- ✓ HTML 5, CSS 3
- ✓ Bootstrap, JavaScript
- ✓ PHP & MySQL
- ✓ Domain & Hosting
- ✓ CPanel & WHM
- ✓ Office 365 Mail

### GRAPHICS SKILLS

- ✓ Creative Designing
- ✓ Banner Designing

### EDITING

- ✓ Video & Sound Editing

### SMS Marketing

- ✓ Setup & run campaign

### DIGITAL MARKETING

- ✓ Social Media Marketing
- ✓ Search Engine Marketing
- ✓ Video Marketing
- ✓ Content Marketing
- ✓ Mobile Marketing
- ✓ Email Marketing (Mailchimp)
- ✓ Testing & Optimization
- ✓ Analytics & Reporting

### SEO

- ✓ Target Audience Analysis
- ✓ Keyword Research & Planning
- ✓ Trends & competitors Research
- ✓ Technical SEO
- ✓ ON-Page SEO
- ✓ Off-Page SEO
- ✓ Reporting
- ✓ SEO tools (ahref, Moz, SEMrush)

## EXPERIENCE 5+ YEARS

|   |           |                     |
|---|-----------|---------------------|
| ABN Overseas Education (PVT) LTD.               | 2.3 Year  | Jun 2018 - Continue |
| Digital Marketing Manager                       |           |                     |
| Pro E Solutions LTD.                            | 3.6 years | Nov 2014 - May 2018 |
| Digital Marketing Assistant                     |           |                     |
| Working as Freelancer (UK, USA, PAK)            | +2 years  | Aug 2012 - Oct 2014 |
| Website Developer, Designer & Digital Marketing |           |                     |
| Virtual Software House                          | 1 year    | Oct 2013 - Oct 2014 |
| PHP Developer                                   |           |                     |

## CONTACT INFO

Phone: (+92) 324-4140804

Skype: Raheel\_ahmad92

Email: Engr.raheelahmed@hotmail.com

LinkedIn: [enr-raheelahmed](https://www.linkedin.com/in/engr-raheelahmed)

Address: Al-Faisal town Lahore, Pakistan

## ACADEMICS

BSIT (Hons) | 2010 - 2014 | 71%

Virtual University of Pakistan, Lahore

(PGD) Diploma in IT | 2011 - 2012 | 83%

Punjab Board of Technical Education

## CERTIFICATIONS

- Microsoft Certified Solutions Expert
- Cisco Certified Network Associate
- Advanced Google Analytics

## COURSES

- Advance Social Media Marketing
- Digital Marketing
- Search Engine Optimization
- Search Engine Marketing
- Graphics Designing
- Web Development (CMS)
- Email Marketing

## AWARDS

- Employee of the year | 2017

## INDUSTRIES

- Marketing
- Information Technology

## FUNCTIONAL AREA

- Digital Media Marketing
- Teaching

## LANGUAGES

- Urdu - Fluent
- English - Fluent
- Punjabi - Native

## HOBBIES

- Computing
- Learn New Skills
- Playing Puzzle Games

## WORK HISTORY

### ABN Overseas Education (PVT) LTD.

Jun 2018 - (Continue)

Digital Marketing Manager

DHA phase 5, Lahore, Pakistan

- Lead Marketing team.
- Manage social media paid advertisement (Facebook, Instagram, Twitter, LinkedIn, Pinterest)
- Manage Search engine paid advertisement (Display & Search Ads).
- Expert in Pay-per-click (PPC) campaigns & maintain good CTR around 3%.
- Created Post Engagement ads with an average of \$0.01 per engagement
- Created Page Likes ads with an average of \$0.01 per Page like
- Expert in lead generation campaign (Generate maximum leads with a limited marketing budget.)
- Run the remarketing campaign and successfully generate maximum leads.
- Create Lookalike audience in FB and get the best results.
- Proved lead generation from both social media & search engine marketing
- Increase social media followers, engagement & Facebook page Edge Rank
- Manage all social media accounts and noticeably increased the presence of social media accounts & keep the social media updated daily.
- Increased organic traffic to the current employer's website 40% via social media strategy.
- Develop marketing programs and successful promotions tied to current trends, holidays, seasons, etc.
- Tracked and maintained ROI numbers, and carefully created reports for effective presentation.
- Make reports of each campaign for the company to keep track of budgeting.
- Worked with the marketing team to help strategize and execute promotional materials and social media contests, often through Promoted Posts & Tweets.
- Updated customer personal information in the company's database and informed them about new events by email newsletter, SMS and WhatsApp.
- Do Email Marketing for the company using MailChimp.
- Do WhatsApp Marketing for the company.
- Develop new websites for company recent projects and Manage company websites.
- Sometimes design creative & do video editing for paid marketing.
- Do local SEO of Company website and also establish the company in local search.
- Manage 3 recent projects of the established company and manage their non-paid and paid campaigns.
- Independent Built the business from the ground up and reached profitability within 3 months of client acquisition.

### Pro E Solutions LTD.

Nov 2014 - May 2018 (3.6 Years)

Digital Marketing Assistant

Shadman, Lahore, Pakistan

- Collaborating with the marketing manager, internal teams, clients and partners on marketing strategy.
- Design digital media campaigns according to business goals, managing the campaigns and monitoring overall performance.
- Updating social media accounts. (Facebook, Instagram, LinkedIn, Twitter, Pinterest, Google plus, YouTube)
- Maintaining websites improve ranking and looking at data analytics.
- Learning and working with various types of software for digital marketing.
- Maintaining a marketing database.
- Creating and interpreting a variety of reports.
- Providing administrative support to the marketing and sales team.
- Preparing, formatting and editing a range of documents.
- Giving presentations.
- Helping identify marketing trends and key opportunities for innovation.
- Working closely with the sales and marketing department.
- Growing the organization's presence through social media channels
- Some general administrative tasks where necessary
- Create online banner adverts and oversee pay per click (PPC) ad management

- Write business requirements and technical specification documents.
- Create website layout/user interface by using standard HTML/CSS
- Design and develop relational database systems and their web interfaces.
- Integrate data from various back-end services and databases
- Perform coding to written technical specifications.
- Fix application issues and code irregularities.
- Correspond with and report to project supervisor.
- Develop web page infrastructure and application related to pages with more advanced features.
- Set up and maintained a Linux-based hosting and managed all site services.
- Managed DNS, Email, FTP, shell accounts, SQL databases, site security and site backups.
- Designed, developed, and tested all modules & their enhancements with QA team.

**Working as Freelancer****Aug 2012 - OCT 2014****Graphic Designer, Website Developer, Digital Media Marketer****(UK, USA, PAK)**

- Procured content to share on clients' social media platforms
- Manage social media accounts and daily content posting for different clients.
- Established a successful Twitter, Instagram and Facebook account for online business.
- Run paid campaign for page likes and lead generation for different clients
- Do On page and Off page SEO for clients
- Design websites Themes for multiple restaurants
- Design KIOSK website and mobile themes for restaurants
- Design Logos, FB Post, Banners, Flayers & FB Cover for clients
- Develop websites (CMS) for no of clients
- Develop PHP based web applications for clients