

Shafqat Jilani

✈ Digital Strategist | Marketing Consultant | Growth Partner
Founder & CEO – TekSof | IKTAR | AVORA

✉ info@TekSof.com | 🌐 <https://TekSof.com> |
LinkedIn: [linkedin.com/in/shafqatjilani](https://www.linkedin.com/in/shafqatjilani)

1. About Me

Hi, I'm **Shafqat**, a digital strategist and business growth consultant with over 20 years of experience helping **brands, startups, and SMEs** grow through smart, creative, and results-driven digital strategies.

Through my digital agency **TekSof**, I've worked with clients in the **USA, Europe, and the Middle East**, delivering everything from **website design, SEO, and content marketing** to **social media campaigns and brand storytelling**.

What sets me apart is my unique background — I'm not just a marketer, but also a **consultant and trainer**, meaning I bring both **big-picture strategy and executional expertise** to every project.

2. Services I Offer

- ☑ **Social Media Strategy & Management** – LinkedIn, Instagram, Facebook, X, TikTok
 - ☑ **Content Marketing** – blogs, newsletters, and storytelling that build authority
 - ☑ **SEO & Website Optimization** – to boost organic reach and search visibility
 - ☑ **Brand Building & Positioning** – creating a voice that connects with your audience
 - ☑ **Paid Campaigns** – Facebook Ads, Google Ads, LinkedIn Ads (ROI-driven)
 - ☑ **AI-Powered Marketing** – automation workflows, dashboards, and content optimization
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3. Recent Work Highlights

- ✦ Scaled a healthcare client's online presence in the USA, **boosting inbound leads by 40%** within 3 months through SEO + social media.
- ✦ Developed a complete **LinkedIn content and thought-leadership strategy** for a consulting

firm, resulting in **3x engagement and client inquiries**.

✦ Launched 30+ campaign frameworks across **real estate, fitness, beauty, and veterinary services**, consistently driving high ROI.

✦ Helped SMEs adopt **AI-driven marketing automation**, saving up to **30% in campaign costs**.

4. Why Work With Me?

- **Strategy + Execution:** I don't just suggest ideas — I implement them.
 - **Cross-Industry Experience:** From healthcare to tech to lifestyle brands.
 - **Global Perspective:** Worked with clients across **USA, Europe, and Asia**.
 - **Proven Results:** From **brand visibility** to **lead generation** to **sales growth**.
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5. Let's Work Together

If you're looking for a **creative, strategic, and reliable digital partner** to grow your business online, I'd love to collaborate.

✉ Let's discuss your goals and design a winning digital strategy.