

Ahmad Khan

Digital Marketing Specialist

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Skills

Paid Media Advertising: Google Ads, Google Shopping Ads, YouTube Ads, Meta Ads (Facebook & Instagram), Email Marketing, SEO, LinkedIn Paid Ads and Tiktok Ads.

Technologies & Tools: CRM Hubspot & GoHighLevel, e-Commerce Management, WordPress, Shopify, Wix, Google Merchant Center, Google Tag Manager, Google Analytics, SEMrush, Optmyzr.

Summary

Top-rated and Data-oriented Digital Marketing Specialist with over 3+ years of experience in managing paid media campaigns and a proven track record of success in building and optimizing online campaigns across various channels. Recently completed the **Google Digital Marketing & E-commerce Professional Certificate**. Gained advanced expertise in Digital Marketing landscape and e-commerce platform management, customer engagement strategies, and data-driven analytics. Passionate about leveraging cutting-edge digital tools and industry best practices to drive measurable results for businesses.

Freelance Digital Marketing Specialist | Upwork | 2022-Present

- Consistently ranked among **top-rated freelancers**, earning outstanding client reviews and exceeding expectations.
- Awarded **Google Partner badge** for managing a highly optimized Google Ads account, **spending \$10K+** in under 90 days.
- Executed various projects encompassing **SEM, SEO, SMM, Email Marketing, SMM**, and CRM implementations for clients across various industries.
- Proficient in generating web traffic, enhancing engagement, prospect nurturing, lead generation, and customer acquisition for clients through strategic campaign implementation and data-driven optimization.

Education

- **Bachelor of Business Administration (Marketing) | Iqra University, Islamabad | 2020 - 2024**
- **Bachelor of Commerce (BCom) | Punjab University | 2018-2020**

Google Digital Marketing & E-commerce Professional Certificate

- Foundation of Digital Marketing and E-Commerce (2022)
- Attract and Engage Customers with Digital Marketing (2022)
- From Likes to Leads: Interact with Customers Online (2023)
- Think Outside the Inbox: Email Marketing (2023)
- Assess for Success: Marketing Analytics and Measurement (2023)

- Make the Sale: Build, Launch, and Manage E-commerce Stores (2023)
- Satisfaction Guaranteed: Develop Customer Loyalty Online 2023

McKinsey Forward Program

- Awarded McKinsey Problem-Solving Certification, demonstrating proficiency in structured frameworks for impactful decision-making.
- Honed communication skills for influence, gained through the McKinsey Forward online learning program.
- Cultivated a growth mindset and digital fluency to thrive in the evolving work landscape.

Other Certifications

- Digital Marketing
- Introduction to E-Commerce
- Introduction to Search Engine Optimization
- Quickbooks
- Google Search Ads Certification
- Google Shopping Ads
- Google Display Ads
- Excel Skills for Business: Essentials (LinkedIn 2021)

Extra-Curricular Activities

- **Digital Volunteer | Alkhidmat Foundation Pakistan | 2022-Present**
Increased reach and impact of Alkhidmat's flood relief campaign on Twitter by 40% through creative content creation, including trending tweets, blog posts, TikTok videos, and engaging graphics.
- **AKEPB Volunteer | 2021**

Served as a dedicated volunteer member of the Agha Khan Economic Planning Board.