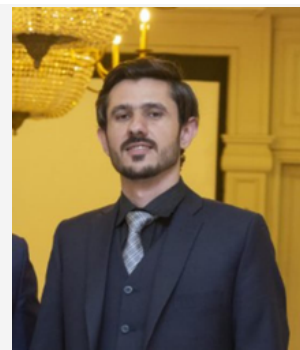


KIFAYAT KHAN

D I G I T A L M A R K E T E R



📞 03169249425

✉ Kifayatkhan@hotmail.com

📍 House C 71 Model Town Lahore

EDUCATION

- Bachelor in Computer Sciences
- Udemmy certified in Digital Marketing
- Udemmy certified in Social Media Marketing
- Udemmy certified in Google Ads and Seo

SKILLS

- Designing and overseeing all aspects of digital marketing department including our marketing database, email, and display advertising campaigns.
- Developing and monitoring campaign budgets.
- Developing and monitoring Audiences
- Planning and managing social media Posting Calendar
- Planning and managing All social media Ads (Facebook, Insta, Snapchat, Tik Tok Ads
- Preparing accurate reports on our marketing campaign's overall Performance.
- Preparing accurate Analytics Report of Traffic and Customer Behaviour Through Google Analytics
- Coordinating with advertising and media experts to improve marketing results.
- Identifying the latest trends and technologies affecting our industry.
- Evaluating important metrics that affect website traffic, and target audience.
- Working with team to brainstorm new and innovative growth strategies.
- Overseeing and managing all contests, giveaways, PR Activities and other digital projects.

PROFILE

Over Four years of experience in developing, managing, and optimizing digital marketing campaigns. Specialized in organic (SEO) & paid search, performance marketing, social media & other digital advertising platforms / channels.

I am highly knowledgeable in all aspects of Google products & advertising platforms

EXPERIENCE

HEAD OF DIGITAL MARKETING

Clive Shoes 2021 - Present

- Planning and managing Search Engine Ads (Search, Display, Discovery, Discovery Carousel, Video)
- Designing Digital marketing department including our marketing database, email, and display advertising campaigns.
- Developing and monitoring Area Targeting
- Developing and monitoring campaign budgets.
- Developing and monitoring Audiences
- Planning and managing social media Posting Calendar
- Planning and managing All social media Ads (Facebook, Insta, Snapchat, Tik Tok Ads
- Preparing accurate reports on our marketing campaign's overall Performance.
- Preparing accurate Analytics Report of Traffic and Customer Behaviour Through Google Analytics
- Coordinating with advertising and media experts to improve marketing results.

SOCIAL MEDIA MARKETING EXPERT

Hustle N Hollo

2019 - 2021

- Designing and overseeing all aspects of digital marketing department including our marketing database, email, and display advertising campaigns.
- Developing and monitoring campaign budgets.
- Developing and monitoring Audiences
- Developing and monitoring Area Targeting

GOOGLE ADS SPECIALIST

Dream Controller

2018 - 2019

- Planning and managing All Search Engine Marketing
- Planning and managing Search Engine Ads (Search, Display, Discovery, Discovery Carousel, Video)
- Developing and monitoring Audiences
- Developing and monitoring Area Targeting

