

# Farhan Javeed

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## Digital Marketing Professional

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A results-driven marketing professional with a master's degree in marketing and over five years of experience in digital marketing. A fast learner with proven experience creating winning digital marketing strategies, growing brand awareness, and driving sales. Highly skilled in analytical reporting, critical thinking and tactical communication to accelerate customer acquisition and revenue growth.

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## Career Experience

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**Digital Marketing Specialist, [Solace](#), Toronto** 02/2022 to present

- Launch, optimize, and report on paid social and display campaigns, including creative, campaign setup, audience targeting, and budget management using LinkedIn, Facebook, Twitter, and Google ads.
- Test unique creative/copy combinations, audience segmentation, ad placements, and retargeting strategies to maximize full-funnel performance. Improved click-through rate by 25%.
- Manage the development and execution of lead generation programs across North America, APAC, EMEA, UKI. Increased leads by 2x and reduced CPL by 35%.
- Analyze the performance of paid campaigns and digital initiatives using Google Analytics and other tools. Discover trends in data and provide tactical recommendations.
- Using ABM platforms, such as 6sense, to generate demand and launch paid campaigns to in-market and untapped segments.
- Reporting and analyzing key metrics such as leads to MQL ratio, SQL to MQL ratio, using marketing automation systems like Salesforce and Marketo.
- Setting up end to end campaigns and making sure all leads are flowing correctly in marketo, salesforce.

**Digital Marketing Specialist, [Gentec](#) International, Markham** 10/2021 to 02/2022

- Responsible for creating email newsletters, via MailChimp, directed at B2B and B2C customers across different brands in the consumer electronics space.
- Responsible for updating multiple brand websites and ecommerce platforms via CMS with new products and SEO optimized content.
- Develop, monitor, and optimize paid campaigns for Sigma and Sony Canada, using Facebook ads manager and Google Ads.
- Measure the effectiveness of paid advertising campaigns using Google Analytics and eCommerce sales data and recommend areas for improvement and optimization.
- Monitoring the competition and proposing new and innovative ideas for differentiating and improving product marketing.

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## Marketing Manager, Universal Cinemas, Pakistan

02/2017 to 06/2021

- Prepared and executed a 360-degree marketing strategy (with a core focus on digital marketing) for Universal Cinemas that increased business revenues and boosted customer footfall from 10K to 100K per month within six months.
- Increased monthly sales revenues by 40% by introducing tactical digital marketing campaigns. Used paid social media ads and Google Ads to create brand equity, develop awareness and boost customer acquisition.
- Designed, executed, and monitored paid digital campaigns using Facebook ads manager and google analytics. Ran traffic campaigns for landing page views, conversions campaigns, and engagement campaigns with a relevant call to action. Conducted A/B testing to find winning ad sets.
- Used google analytics to track paid campaign performance, check key metrics and audience insights to optimize winning campaigns, enhance conversion rates and suggest areas for improvement.
- Increased repurchase rate by 35% and retention of loyal customers by introducing a customer loyalty program and re-marketing campaigns to custom audiences.

## E-Commerce Vendor Manager Men's Apparel, Daraz.pk (Alibaba Group)

08/2014 to 01/2016

- Responsible for online merchandising of 20 apparel brands and ensuring top selling SKU's are always available in stock.
- Responsible for prospecting and bringing new apparel brands onboard. Delivered presentations, negotiated margins and finalized contracts with new vendors.
- Provided exceptional customer experiences for assigned brands through cooperation with cross-functional teams of creative, web development, product, marketing, and other teams.
- Collaborated with cross functional teams, including merchandising, marketing and vendors to ensure the correct product descriptions, images and content is displaying correctly across the sites.
- Build strong relationships with vendors to ensure lower stockouts, timely order fulfilment and improved sales performance of assigned brands month on month.

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## Education

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### Master of Science in Marketing

Graduated 2014

ALBA Graduate Business School (American College of Greece), Athens

### Bachelors of Business Administration in Finance

Graduated 2010

Lahore School of Economics, Lahore

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## Certifications

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Facebook Social Media Marketing | **Professional Certification by Facebook & Coursera**

LinkedIn Marketing Labs | **LinkedIn Marketing Strategy Certification**

Google Search Ads & Display Ads | **Google Skillshop**

Digital Media and Marketing Strategies | **University of Illinois**