



MUHAMMAD AHSAN IQBAL

Social Media Expert &
Sales Strategist

ABOUT ME

A dynamic and enthusiastic individual with a keen interest in digital marketing, I possess a solid understanding of the fundamental concepts and strategies within this evolving field. Proficient in leveraging various online platforms and tools to drive brand visibility, engagement, and conversions, I am committed to staying updated with the latest trends and technologies in digital marketing.

WORK EXPERIENCE

IT Innovation Inc Feb 2023- Present

Social Media Co ordinator

As a Social Media Coordinator, I managed content creation, scheduling, and engagement across various social media platforms. Through strategic planning and community management, I increased social media engagement. Additionally, I collaborated with cross-functional teams to execute successful marketing campaigns, resulting in measurable improvements in brand visibility and website traffic. With a keen eye for analytics, I monitored performance metrics and implemented data-driven strategies to optimize social media efforts. My dedication to staying updated on industry trends ensures innovative and effective approaches to social media marketing.

Go virtual llc Feb 2021 - January 2023

Social Media Strategist

As a seasoned Social Media Sales Strategist, I specialize in leveraging social media advertising to drive direct sales and revenue growth for businesses. Crafting strategic advertising campaigns tailored to target audiences, I have effectively reached and engaged potential customers, driving significant conversions. Meticulously analyzing performance metrics and customer insights, I continuously refine strategies to maximize ROI and achieve sales targets. Collaborating closely with cross-functional teams, I ensure alignment between social media efforts and overall sales objectives.

Cheeko Properties June 2021- Feb 2022

Social Media Manager

In the role of Sales Manager at Hamdard Properties Islamabad. Leveraging strategic planning and data-driven insights, I lead the sales team to drive revenue growth and foster strong customer relationships. With a keen eye for analytics and a track record of successful marketing campaigns, I optimize sales processes to meet and exceed targets.

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PCSIR II, Lahore

EDUCATION

BSc Mechanical Engineering

University of Sargodha

2015 - 2019

EXPERTISE

Ads Campaign Management

Performance Metrics Analysis

Project Management

MARKETING AUTOMATION

SMM Reporting Tools

Data-driven Marketing Strategy

CERTIFICATE

Fundamentals of digital marketing

Google Skills Shop

Digital Marketing

Hubspot Academy

TOOLS

HootSuite, Buffer

Hub Spot

Google Analytics

Facebook Insights