

Manahil Iftikhar

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I am a results-driven Digital Marketer with expertise in Facebook & Instagram Ads, lead generation, and social media strategy.

I design high-converting ad campaigns, create engaging content, and build optimized landing pages and websites. Using data and AI tools, I focus on improving performance, increasing leads, and driving business growth

Work Experience

Freelance Digital Marketer

Self-Employed-Multan

August 2025 to Present

- Managed Facebook & Instagram ad campaigns (demo projects)
- Created ad creatives and wrote engaging ad copy
- Performed audience research and targeting
- Built simple landing pages for lead generation
- Optimized campaigns for better performance and conversions

Education

Pre-Medical (Fsc)

Galaxy Girls College Multan-Multan, Punjab

January 2026 to Present

Skills

- B2C content creation
- Local SEO
- Interactive web design
- Accessible UI/UX design
- Conversion optimization
- Website maintenance
- Marketing
- Analytics
- Web design
- Marketing automation tools
- Graphic design
- Digital marketing

- Front-end code optimization
- Lead generation
- AI
- Responsive design
- Paid search marketing
- Social media advertising
- Adaptive UI/UX design
- SEO
- Video production
- WordPress
- App promotion advertising campaigns
- Canva
- Content management systems
- Marketing analytics
- Website management
- Web development
- Facebook
- E-commerce
- UI design systems
- Lead Tracking

Languages

- English - Expert
- Urdu - Expert

Certifications and Licenses

Shopify

August 2025 to Present