



Safwan Khalid

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ABOUT MYSELF

Dynamic Digital Marketing and SEO Expert with over 4+ years of experience in designing and executing comprehensive digital strategies. Proven track record in driving significant improvements in organic search rankings by 60% and boosting conversion rates by 45%. Adept at utilizing advanced analytics tools such as Google Analytics, SEMrush, and Moz to develop data-driven strategies that optimize brand visibility and engagement. Expertise in managing and optimizing paid campaigns across platforms, including Meta Ads, Google Ads, LinkedIn Ads, and TikTok Ads, with a strong focus on maximizing ROI and increasing brand awareness. Passionate about leveraging innovative marketing solutions to deliver measurable results and enhance business growth.

WORK EXPERIENCE

Ranksol Pvt. Ltd – Faisalabad

City: Faisalabad

Digital Marketing Specialists

[01-04-2025 – 30-09-2025]

AI Healthcare Business (USA Market)

- Led **SEO strategy** and managed **PPC ads, Meta Ads**, campaigns to enhance **brand visibility** and engagement within the healthcare sector.
- **SEO Results:** Achieved a **50% increase in organic traffic**, improving **search engine rankings** for targeted healthcare keywords.

Paid Media Campaigns (Google Ads, Meta Ads)

- Optimized **Google Ads** and **PPC ads** campaigns to drive high-intent traffic, resulting in a **40% increase in conversion rates** and an **18% increase in lead generation**.
- Reduced **cost per acquisition (CPA)** by **30%** through strategic targeting and continuous ad optimization.
- Leveraged **retargeting strategies** in **Meta Ads** to boost engagement and customer retention, driving more efficient campaigns.

Tungsten Building Consultant (New Zealand Market)

- Focused on **social media brand awareness** and **lead generation** through **SEO, Facebook Ads, and Instagram Ads**.
- **SEO Impact:** Enhanced **organic search performance**, driving a **25% increase in website traffic** through keyword optimization and on-page SEO techniques.

Meta Ads, Instagram Ads & Pay Per Click Ads

- Ran targeted **Facebook Ads** and **Instagram Ads** campaigns to increase **brand visibility** and engagement, leading to a **20% improvement in lead conversion**.
- Focused on **audience segmentation** to increase **cost-effectiveness** and generate **high-quality leads**.

IT Empire Pvt. Ltd – Faisalabad, Pakistan

City: Faisalabad | Country: Pakistan

Digital Marketing & SEO Officer

[01-10-2023 – 31-03-2025]

- Led the development and execution of **SEO strategies**, improving **organic search rankings** by **60%** within six months. Utilized **Google Analytics, SEMrush, and Moz** for continuous performance optimization.
- Directed and optimized **digital marketing campaigns**, achieving a **45% increase in conversion rates** by applying **A/B testing**, advanced analytics, and content optimization across multiple platforms.
- Managed a multi-channel **PPC advertising strategy**, resulting in a **35% increase in ROI** by refining campaigns on **Google Ads** and **Facebook Ads** through targeted audience segmentation.
- Oversaw **content marketing initiatives**, driving a **50% increase in user engagement** by implementing **data-driven content strategies**. Collaborated with **graphic designers** and **video editors** to produce compelling visuals and videos aligned with campaign objectives.
- Spearheaded a **holistic digital content strategy**, leading to a **55% improvement in customer engagement** through the use of **HubSpot** and **Ahrefs** to track behavior and optimize content.

- Led an **influencer marketing strategy**, resulting in a **70% increase in brand visibility** and engagement. Coordinated with influencers, managing project timelines and deliverables, while utilizing **social media analytics** to measure campaign success.
- **Managed cross-functional teams, including graphic designers and video editors**, to deliver high-quality marketing collateral on time and within budget. Demonstrated strong project management skills, ensuring smooth coordination and execution of all digital initiatives.

 **ISkills Pvt. Ltd** – Faisalabad, Pakistan

City: Faisalabad | Country: Pakistan

Digital Marketing & SEO interneer

[01-10-2022 – 30-09-2023]

- Executed comprehensive **SEO strategies**, resulting in a **50% increase in organic traffic** within three months. Utilized **key word research tools**, optimized **on-page elements**, and developed **high-quality backlinks** to improve search visibility.
- Assisted in creating and optimizing content across multiple platforms, boosting **social media engagement by 30%** over six months through targeted campaigns and data-driven adjustments.
- Developed and managed **paid advertising campaigns** on **Google Ads** and **Facebook**, optimizing ad spend and achieving a **25% increase in conversion rates** within two months.
- Authored and implemented **email marketing strategies**, driving a **20% increase in subscriber engagement** through segmentation and personalized content during a three-month internship.
- Strategized and executed **influencer collaborations**, increasing **brand presence on social media by 40%** in just two months. Leveraged relationships with key industry figures to enhance brand visibility and drive engagement.

Project Base

Freelancing | Remote

[10-05-2025 – Current]

EDUCATION AND TRAINING

B.Sc Mechanical Engineer

University of Engineering & Technology [01-11-2013 – 31-12-2017]

City: Lahore | Country: Pakistan

LANGUAGE SKILLS

Mother tongue(s): Urdu

Other language(s):

English

LISTENING C2 READING C2 WRITING C2

SPOKEN PRODUCTION C2 SPOKEN INTERACTION C2

Levels: A1 and A2: Basic user - B1 and B2: Independent user - C1 and C2: Proficient user

PROJECTS

[01-12-2023 – 31-12-2024]

El Sams Tatto, Dubai

- Successfully managed and executed digital marketing campaigns for **El Sams Tattoo**, utilizing **Meta Ads and Google Ads** to increase brand visibility and customer engagement.
- Conducted market research and audience analysis to optimize ad targeting, resulting in improved ROI and lead generation.
- Monitored ad performance metrics, adjusted bidding strategies, and optimized ad creatives to ensure maximum effectiveness and cost-efficiency.

[01-01-2024 – 30-08-2024]

Moving & Packing, England

- Strategically managed and executed digital marketing campaigns across **Meta Ads, Google Ads, and TikTok Ads** to enhance brand awareness and generate leads for Moving & Packing services.
- Developed and implemented targeted ad campaigns to reach potential customers, resulting in increased inquiries and bookings.
- Conducted A/B testing to optimize ad creatives, audience segmentation, and bidding strategies for improved performance and ROI.

[01-06-2023 – 02-2025]

Boss Driving | England

- Implemented a comprehensive **SEO strategy** focusing on **on-page, off-page, and technical SEO**, leading to a **35% improvement in organic search rankings** for targeted keywords.
- Enhanced **website traffic by 40%** through effective **keyword optimization**, content adjustments, and meta tag improvements, increasing overall site engagement.
- Strengthened **backlink profile** with high-quality external links and optimized **site visibility**, resulting in a **30% increase in qualified leads** and greater brand exposure in search engine results.

SKILLS

Project Management / Digital Marketing Strategies (Social Media, Email Marketing) / SEO & SEM Optimization / Market Research & Analysis / Team Management / Strategic Planning / HTML, CSS, and Web Development Tools (e.g., Dreamweaver) / Leadership / Time Management / Campaign Management & Reporting / pay-per-click / search engines / Technical SEO / Search Engine Optimisation

VOLUNTEERING

[15-07-2023 – Current] Faisalabad

Financial Management, Sitara-Gulshan Welfare Society

- Managing financial operations, including budgeting, expense tracking, and financial reporting to ensure transparency and accountability within the organization.
- Assisting in the preparation of financial statements and compliance with regulatory requirements to support the organization's social initiatives.

CERTIFICATIONS

[01-10-2024 – 31-10-2025]

Google Search Ads Certificate

[01-12-2024 – 31-12-2025]

Google Display Ads Certificate

[01-11-2023 – 30-11-2025]

Meta Ads BluePrint Certificate