

# Abdul Rafay

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 [Abdul Rafay](#)

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## Social Media Marketing Specialist

Results-driven Social Media Marketer with a proven track record in developing and executing impactful digital strategies. Adept at leveraging diverse social media platforms to enhance brand visibility, engagement, and conversion rates. Skilled in content creation, campaign management, and data analytics to optimize performance.

Excellent communication and interpersonal skills, ensuring effective online presence and brand loyalty.

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## PROFESSIONAL EXPERIENCE

### Digital Marketing Manager (Apr 2023- Dec 2023)(Full Time) US Medical Labs, USA

Versatile and results-oriented Digital Marketing Professional with a proven track record of devising and implementing successful online strategies. Proficient in leveraging a wide range of digital channels, including social media, email, and content marketing, to drive brand awareness, engagement, and conversion.

#### *Key Achievements:*

- Successfully expanded social media followers by 50% within six months through targeted content strategies and community engagement, resulting in a broader online reach for the brand.
- Spearheaded a high-impact social media campaign that achieved a 30% increase in product sales, surpassing revenue targets and demonstrating the ability to translate digital efforts into tangible business results.
- Developed and executed customer retention campaigns on social media, contributing to a 15% increase in customer loyalty and repeat business.

### Data Enrichment

Results-driven Data Enrichment professional with a proven track record in enhancing data quality and accuracy.

#### *Key Achievements:*

- Implemented a systematic data enrichment process, resulting in a 25% improvement in data accuracy and completeness within the organization's databases.
- Established customized data enrichment solutions for targeted marketing campaigns, contributing to a 20% improvement in customer segmentation accuracy and the overall effectiveness of marketing initiatives.

### Social Media Representative

Skills: Branding, Social Media Communications, Advertising

#### *Key Achievements:*

- Implemented effective strategies for addressing customer inquiries and concerns on social media platforms.

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**Social Media Officer** (Dec 2021- Mar 2023) (Full Time) **AB {Ark} Pvt Ltd, Lahore Pakistan**

Results-driven Social Media Officer with a proven track record of increasing brand visibility, fostering engagement, and implementing effective strategies to drive growth across various social media platforms.  
Skills: Customer Service, Analytics

**Digital Advertiser**

Dynamic Digital Advertiser with a data-driven approach, leveraging expertise in strategic campaigns handling.  
Skills: Adaptability, Creativity

EDUCATION

**BS STATISTICS**

University OF The Punjab, Canal Road Campus Lahore.

**ICS COMPUTER**

GC Lahore.

SKILLS & ATTRIBUTES

Skills	ATTRIBUTES
➤ Writing Ability	➤ Conversion Optimization
➤ Marketing Strategy	➤ Localization and Globalization
➤ Community Building	➤ Self-quality assurance
➤ Project Management	➤ Experimental Approach
➤ Social Media Analytics	➤ Influencer Collaboration
➤ Digital Marketing	➤ Crisis Management
➤ Cross- Platform Expertise	➤ Trend Forecasting