



ALI ARSHAD

SOCIAL MEDIA MARKETING | SEARCH ENGINE MARKETING

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Lahore, Punjab

Marital Status: Married

Languages: English, Urdu

SUMMARY

Data-driven Digital Marketing Professional with 3 years of experience creating engaging social media campaigns and optimizing website visibility through Strategic SEM techniques. Proven ability to grow brand awareness, increase website traffic, and generate leads by utilizing digital marketing channels.

EMPLOYMENT HISTORY

DIGITAL MARKETING EXECUTIVE - *FOXEDO TECHNOLOGIES PVT LTD*

Sialkot, Pakistan

(Jan 2020 – Till date)

- Executed comprehensive social media strategies to achieve brand awareness, engagement, and lead generation goals.
- Created quality content (Images and Videos) as per the audience to engage them.
- Managed and grew brand presence across numerous social media platforms like Facebook and Instagram.
- Monitored social media conversations, responded accordingly, and maintained online popularity.
- Analyzed social media performance and reports on key insights to optimize campaigns.
- Conducted keyword research to identify search terms related to targeted campaigns.
- Optimized website content for search engines (SEO) through an on-page optimization strategy.
- Managed pay-per-click (PPC) advertising campaigns on search engines such as Google Ads.
- Tracked and analyzed SEM campaign performance metrics (impressions, clicks, conversions) and adjusted for optimization.
- Stayed updated with the latest SEM developments and algorithms to maximize campaign effectiveness.

CERTIFICATIONS

- DIGITAL MARKETING
- WORDPRESS
- OFFICE AUTOMATION
- FREELANCING
- F.A
- MATRIC

- VIRTUAL UNIVERSITY, PAK*
- VIRTUAL UNIVERSITY, PAK*
- SYSCOM COLLEGE, ALAIN, UAE*
- VIRTUAL UNIVERSITY, PAK*
- BISE GUJRANWALA (2008)*
- BISE GUJRANWALA (2006)*

SKILLS

SOFTWARE:

WORD PRESS

CSS

HTML

CANVA & CAPCUT

INTERPERSONAL SKILLS:

- Attention to Details
- Accuracy, both in Software and manual works
- Tech-Savvy Skills
- Quickest Learner
- Critical thinking
- Adaptability