



AYESHA AMJAD KHAN

CEO (LEADX.MEDIA)

Profession: Digital Marketer Specialist

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SUMMARY

Dedicated and results-driven digital marketer with 2 years of experience in developing and executing strategic marketing campaigns across various online platforms. Proficient in leveraging analytics and market insights to drive customer engagement and enhance brand visibility. Skilled in SEO, SEM, and social media management. Adept at collaborating with cross-functional teams to achieve organizational goals. Passionate about staying updated with the latest digital marketing trends and technologies.

WORK EXPERIENCE

Digital Marketing Manager (leadxmedia)

Jan 2024 - Present

- Strategy Development & Execution:** Develop and execute comprehensive digital marketing strategies to drive brand awareness and lead generation, resulting in a 40% increase in online sales.
- Budget Management:** Manage a multi-channel advertising budget, optimizing campaigns through meticulous analysis of ROI and KPIs.
- Stakeholder Engagement:** Cultivate and maintain relationships with key stakeholders, collaborating cross-functionally to ensure marketing initiatives align with overall business objectives.
- Professional Development:** Lead ongoing professional development, completing advanced online courses in SEO, SEM, and social media marketing to stay at the forefront of industry trends and best practices.
- Data-Driven Decision Making:** Implement data-driven decision-making processes, leveraging analytics tools to continuously refine strategies and maximize results.
- Team Collaboration & Leadership:** Foster a collaborative team environment, guiding specialists in executing campaigns and achieving key performance indicators.

Paid Advertising Specialist

Sep 2023

(Arada Solutions)

Project: Launch a Google Ads campaign for a new product.

Keyword Research , Ad Creation , Targeting , Bidding, Campaign Monitoring

(Web Analyst)

Project: Analyze website traffic to identify areas for improvement.

Data Collection, Data Analysis ,Reporting

Recommendations: Suggest improvements to the website based on the analysis, such as optimizing content, improving navigation, or addressing usability issues.

(Digital Marketing Manager)

Project: Develop a digital marketing strategy for a new product launch.

**Goal Setting, Target Audience Identification , Channel Selection , Budget Allocation
Campaign Execution, Performance Tracking**

EDUCATION

Aug 2019 - Oct 2023

Bachelor of Science in Management Science with a Concentration in Marketing- From : University of management sciences

Certifications

- 1.**Brand Management Certificate:** Covers topics related to building, managing, and measuring brand equity and brand identity.
- 2.**Sales and Marketing Certificate:** Provides training in sales techniques, customer relationship management (CRM), and sales force management.
- 3.**Content Marketing Institute Online Certification:** This certification covers various aspects of content marketing, including strategy, creation, promotion, and measurement.

Online Courses

- HubSpot Inbound Marketing
- Sheikh Sajawal : Facebook , Google ads and inkedin modules MASTERCLASS
- Udemy: Facebook Ads & Facebook Marketing MASTERY 2023

Language:

English

Hobbies

I am a passionate and creative individual with a love for playing with clay and creating unique jewelry pieces.

What started as a hobby has now blossomed into a successful business venture. I have established a website and an Instagram page where I showcase and sell my one-of-a-kind creations.

It brings me immense joy to see people appreciate and purchase my work. This hobby-turned-business has allowed me to express my artistic side while also honing my entrepreneurial skills