

ALAMGIR KHAN

DIGITAL MARKETING SPECIALIST



CONTACT

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SKILLS

- Teamwork
- Time Management
- Leadership
- Effective Communication
- Critical Thinking
- Javascript
- Modern Javascript (ES6+)
- Shopify
- React
- React Native
- Redux
- Git & github
- Object-Oriented Programming
- Social media advertising
- E-Commerce
- Digital Marketing
- Online ads Strategy
- Meta Business Suite
- Adobe Illustrator
- Adobe Photoshop
- Wordpress



PROFILE

Talented, task-driven professional with 4+ years of experience in web design and digital marketing. across different industries. Provided with a record of success in constantly identifying and providing the technological needs of companies through ingenious innovation. Proficient in WordPress, Shopify, designing and running ads, creating the user interface, solving simple and complex issues, and implementing new features based on user feedback, and I am specialized in digital marketing



WORK EXPERIENCE

Smartrankr.com

2023 - Present

Web developer & Digital marketer

- Buy a PHP script from CodeCanyon, buy a domain name (smartrankr.com), and then host on Hostinger.
- Search Engine Optimization for smartrankr.com to optimize website for search engines to improve visibility.
- Write SEO-optimized content for smartrankr.com
- Manage paid ad campaigns, run paid ads for SmartRankr, and create social media pages.

IDM Pakistan

2022 - 2023

Web developer & Digital marketer

- (SEO) Search Engine Optimization: optimize website for search engines to improve visibility.
- Social Media Marketing: Facebook, Instagram, LinkedIn, Twitter, and TikTok.
- PPC (Pay-Per-Click): Manage paid ad campaigns and run paid ads.
- Understand the meta-business suit and also work on audience targeting and bid strategies.
- Creating and Managing E-commerce store (Shopify)
- Brand Awareness and creating content calendar.

aitechfriend.com

2021- 2022

Manage & Own this website

- This website for to help entrepreneurs and online startups. I created this website by myself to grow their brand or client brand easy for marketers.
- Manage social media (Facebook, Instagram, TikTok) and maintain social consistency

EXPERTIES

- HTML
- CSS
- JavaScript
- React.js
- Object-oriented Programming
- Facebook ads
- Wordpress
- Shopify

HOBBIES

- Books Reading
- Playing Cricket
- Cooking

LANGUAGES

- English (Conversational)
- Urdu (Fluent)
- Poshto (Fluent)

- Create and manage the marketing budget, ensuring efficient allocation of resources and optimizing ROI.
- Oversee market research to identify emerging trends, customer needs, and competitor strategies.
- Develop and maintain strong relationships with partners, agencies, and vendors to support marketing initiatives.
- Working on Excel and different tools to manage data

Impact software solution

2020 - 2021

Web developer & social media manager

- Develop and create react and react native projects, design and establish the user-friendly website
- Establish an interactive and dynamic website. Eye-catching and maximum user experience
- Learn Functional Programming, Object oriented Programming, react, redux and modern JavaScript (ES6+) and working on different projects.
- I also created a professional website in WordPress with Elementor page builder
- Created Professional E-commerce stores on Shopify with research and finding winning products
- Develop comprehensive marketing strategies and campaigns that align with the company's goals and objectives.
- Monitor brand consistency across marketing channels and materials.



EDUCATION

Bachelor in software engineering Slqra National University Peshawer GPA: 2.7 / 4.0	2016 - 2020
Secondary certification Tipu Model School and college Swat Pakistan Percentage: 72% / 100%	2013 - 2015
School certification Criscent Public School Karachi Pakistan Percentage: 80% / 100%	2011 - 2013