

Naveed Khan

Sr. Media Buyer

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Khanewal Road Multan,
Pakistan.

Summary

I am an "Expert Media Buyer". I specialize in marketing with a special place in my heart for Digital Marketing. I have 4 years of experience in Facebook Ads, Google Ads, Google Shopping Ads, Youtube Ads, Tik Tok Ads.

I enjoy researching diverse cultures around the globe. It enables me to determine the best and most relevant audience for the campaigns of my clients. I am always engaged on social media and keep up with the latest trends across multiple platforms.

Recent Clients Handled:

- Shahid Afridi Foundation
- Aghosh UK
- Sparko Sol
- Faisal Movers Housing

Expertise & Certifications:

- Facebook Ads, Google Ads, Shopping Ads
- Youtube Ads, Display Ads, LinkedIn Ads, Twitter Ads
- Tik Tok Ads, Youtube SEO, Google Merchant Center
- Google Analytics. Google Tag Manager

Work Experience:



Sr. Media Buyer

Sparko Sol

October 2022 – January 2024

- Set up, monitor, and optimize Facebook, Google advertising campaigns from start to finish.
- Analyze media buys and associated metrics daily to ensure profitability.
- A/B test ad copy, images/videos, and funnels effectively to meet performance goals.
- Analyze web metrics, provide campaign effectiveness reports, and implement optimizations.
- Generate Targeted Leads, Sales (e-commerce)
- Perform competitive research on effective ads in similar niches.
- Create weekly and monthly reports
- New strategies based on data and testing

- Working with the team to assess and improve overall marketing performance



Digital Marketing Executive

Faisal Movers Housing (Multan, Pakistan)

Jan 2022 – Jan 2023

- Build and launch Facebook, Instagram, Twitter, LinkedIn, Google, Display, and Youtube Ads.
- Help create weekly and monthly reports
- Recommend new strategies based on data and testing
- Launch and monitor Ads
- Help with new emerging channels.
- Work with other departments (e.g. product development, creative, and merchandising) to ensure goal and strategy alignment, as well as to maintain brand identity
- Do Google Analytics analysis
- Help set up processes



Digital Marketing Executive

Faisal Cottages (Multan, Pakistan)

Oct 2020 – November 2022

- Build and launch Facebook, Instagram, Twitter, LinkedIn, Google, Display, and Youtube Ads.
- Help create weekly and monthly reports

- Recommend new strategies based on data and testing
- Launch and monitor Ads
- Help with new emerging channels.
- Work with other departments (e.g. product development, creative, and merchandising) to ensure goal and strategy alignment, as well as to maintain brand identity
- Do Google Analytics analysis
- Help set up processes



Digital Marketing Executive

Hateem City (Multan, Pakistan)

Jan 2022 – Jan 2023

- Build and launch Facebook, Instagram, Twitter, LinkedIn, Google, Display, and Youtube Ads.
- Help create weekly and monthly reports
- Recommend new strategies based on data and testing
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Education:

- Bachelor in Arts from B.Z.U Multan in 2014
- D.A.E Civil from P.B.T.E Lahore in 2010
- Matriculation from B.I.S.E Multan in 2007