

SUMMARY

- Having 3 years of experience in Digital Marketing and 3 years in Email Marketing. I was working as Digital Marketing Executive in ADS Solution Pvt Ltd
- I am seeking a competitive and challenging environment where I can serve your organization and establish a career for myself.

SKILLS

- SEO/PPC/SMO
- On-Page SEO/Off-Page
- Copy Writing on Landing Pages and Social media Sites
- Backlink Building/Guest Posting
- Technical SEO Experience with both HTML and Wordpress Website
- Google Analytics/Google webmaster tools Experience
- Facebook Ads For Lead generation and Branding
- Writing Copy for Facebook Ads

EXPERIENCE

Email Marketing Executive

Cloud Gate Sysytems PVT *Jun 2012 - Jul 2015*

- Creating and monitoring a wide variety of email marketing campaigns
- Ensuring design and layouts of emails are optimized, user and mobile-friendly
- Proofreading key messaging in and out of email templates
- Sending graphics requests to designers
- Compiling email list, Purging Email Lists
- Securing email databases for future campaigns
- Following up on emails
- Tracking and analyzing campaign results

Digital Marketing Executive

ADS Solutions PVT *Dec 2017 - Dec 2020*

- Plan and execute all digital marketing, including SEO/SEM, marketing database, email, social media and display advertising campaigns
- Measure and report performance of all digital and social Media Marketing campaigns, and assess against goals (ROI and KPIs)
- Copy Writing In Landing Pages, Social Media and Facebook Ads
- Measure and optimize our paid marketing using vendor-specific dashboards, Google Analytics, and marketing analytics reports.
- Plan, execute, and measure experiments and conversion tests
- Collaborate with internal teams to create landing pages and optimize user experience
- Measure and optimize our paid marketing using vendor-specific dashboards, Google Analytics, and marketing analytics reports.

EDUCATION

MBA in Marketing

Bangalore University *Aug 2015 - Aug 2017*

CERTIFICATION

HubSpot Email Marketing Certified

HubSpot Inbound Marketing Certified

HubSpot Content Marketing Certified

TOOLS & SOFTWARES

Google Analytics
Google Webmaster Tool
SemRush Software
Ahref Tool
Facebook Pixel Code
Keyword Planner Tool

PROJECTS

Ecommerce Project-Freelancer Work

Facebook Ads For Lead Generation *Mar 2020 - Feb 2021*

- Create and manage Google and Facebook ads to generate product sales
- Analyze data from Google Analytics & FB insights.
- Efficiently use Facebook Ad metrics and use to Optimize Campaigns based on those metrics
- Developing a social media strategy and set goals to increase brand awareness and engagement
- Manage all social media channels such as Facebook, Instagram & Twitter
- Work with copywriters to ensure the content is informative and appealing
- Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs) while identifying new KPIs to grow revenue from acquisition channels.

LANGUAGES

English	● ● ● ● ●	Urdu	● ● ● ● ●
Hindi	● ● ● ● ●	Kashmiri	● ● ● ● ●

HOBBIES

Watching Movies	Watching Cricket
Reading Books	Singing

PERSONAL SKILLS

Communication	● ● ● ● ●	Problem Solving	● ● ● ● ●
Soft Skills	● ● ● ● ●	Skills	
Management Skills	● ● ● ● ●		

FOOTER

Linkedin

<https://www.linkedin.com/in/shahbaz-lone-3936a5120/>

Twitter

<https://twitter.com/lonebaaz>

Facebook

<https://www.facebook.com/ahmad.shahbaz.5095>

Instagram

<https://www.instagram.com/shahbazahmadlone/>

Skype Id

Baazahmad