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## PROFILE

Over 5 years in digital marketing, driving growth and revenue through SEO, PPC, social media, influencer marketing, and personalization efforts. Increased website traffic, conversion rates, and lead generation by 15-30%. Utilized analytics, A/B testing, and data analysis to optimize KPIs, enhance customer retention, and boost lifetime value.

## EXPERIENCE

Jan 2021 -Present

Digital Marketing Specialist, *Adaxiom*

### Job Roles

- Led multi-channel digital marketing campaigns (Meta & Google), boosting conversion rates by 20%.
- Managed diverse client portfolios, enhancing brand awareness, engagement, lead gen & revenue.
- Collaborated with creatives to improve ad performance, increasing click-through rates by 15%.
- Implemented A/B testing, reducing customer acquisition costs by 10% and improving ROAS.
- Optimized SEO strategies, improving organic search rankings and driving traffic growth.
- Analyzed data daily, driving campaign adjustments to consistently meet KPIs.
- Monitored industry trends to keep strategies competitive and cutting-edge.
- Coordinated cross-functional teams to align marketing with business objectives.
- Prepared performance reports, providing insights that shaped future strategies.

2019-2021

Social Media Manager, *Adaxiom*

### Job Roles

- Implemented social media strategies, increasing follower growth and engagement by 30%.
- Managed and curated content, enhancing brand presence and audience interaction.
- Engaged with followers, improving customer satisfaction and brand image.
- Collaborated on campaigns, boosting visibility and lead generation.
- Optimized content for SEO, driving organic traffic and improving search rankings.
- Analyzed performance metrics, refining strategies for better results.

## EDUCATION

Bachelor of Arts in General

Allama Iqbal Open University (AIU), 2018 – 2020

Associate Degree in Electrical Engineering

Lahore Polytechnic Institute (LPI), 2012 – 2015

## SKILLS

Google Analytics, Google Search Console, SEMrush, Ahrefs, SEO, SMO, Meta Ads, Google AdWords, Account Management, Canva, Figma, MS Office, Adobe After Effects, Premiere Pro, Photoshop, Filmora, Problem Solving, Team Management, Strategic Thinking, Project Management.