Tasks' Details

Client : HLD- Digital Marketing				Period : 03/02/2023 - 13/02/2023
Total Hours : 120.4				Total Days : 15.1

Date	Task Owner	Hours	Main Task	Description
Feb 01, 2023 - Feb 03, 2023				Days : 2.3
February Week 1				Hours : 18.5
03-02-2023	Muhammad Aatir	3.00	SEO	backlinks
03-02-2023	Muhammad Aatir	5.00	SEO	Blog writing product optimization
03-02-2023	Muhammad Mohsin	3.50	Ramadaan 2023	Social Media & Ramadan Offer Ad Post Design
03-02-2023	Rana Muhammad Usman Khan	5.00	Ramadaan 2023	1. Backlinks review 2. Product Optimization (Content review) 3. Campaign optimization 4. Bid optimization 5. Change Creatives 6. New ad set creation
03-02-2023	Waqas Ikram	2.00	Development	added the blog & tested it
Feb 06, 2023 - Feb 10, 2023				Days : 12.7
February Week 2				Hours : 101.9
06-02-2023	Hamayun Rasheed	1.00	Ramadaan 2023	Blog review - Black seed oil
06-02-2023	Hamayun Rasheed	7.00	Ramadaan 2023	Design review w/mohsin Blog image placement Project Management
06-02-2023	Muhammad Aatir	2.00	SEO	backlinks
06-02-2023	Muhammad Aatir	6.00	Ramadaan 2023	Blog Writing captions taglines
06-02-2023	Muhammad Mohsin	8.00	Ramadaan 2023	3 Social Media Posts Design
06-02-2023	Rana Muhammad Usman Khan	5.00	Ramadaan 2023	1. Campaigns Optimization 2. Ad set Optimization 3. Creatives Test
07-02-2023	Fatima Butt	0.50	Ramadaan 2023	1. Sm post review and discussion 2. Blog images review and discussion
07-02-2023	Fatima Butt	0.70	Client Meeting	1. Meeting with CEO - 0.4 2. Discussion with Hamayun and Usman - 0.3
07-02-2023	Hamayun Rasheed	4.00	Ramadaan 2023	SM Posting FB/Twitter/IG- Olive oil Weekly plan(Feb 6 - Feb 17)
07-02-2023	Muhammad Aatir	2.00	SEO	backlinks
07-02-2023	Muhammad Aatir	5.00	SEO	taglines captions keywords research
07-02-2023	Muhammad Mohsin	8.00	Ramadaan 2023	1. 3 Blog Images Design & Modified Previous Blog Images 2. Social Media Posts Design for Twitter
07-02-2023	Rana Muhammad Usman Khan	6.00	Ramadaan 2023	1. Audience Research 2. bids Optimization 3. Video review 4. Images Review 5. Monday.com Meeting
07-02-2023	Waqas Ikram	3.00	Development	- Blog edited & published - Menu implementation
07-02-2023	Wasif Qadeer	2.00	Development	Menu UI changes.
08-02-2023	Azad Khan	7.00	Ramadaan 2023	- Animated social media post, pre-ramadan deal (5 hrs) - 3D product modelling and animation for TVCs (2 hrs)
08-02-2023	Fatima Butt	0.20	Ramadaan 2023	Animation review and discussion
08-02-2023	Hamayun Rasheed	2.00	Ramadaan 2023	SM Captions SM Posting
08-02-2023	Hamayun Rasheed	2.00	SEO	Blog review Blog upload Title: Discovering the Rich History and Cultural Significance of Nabulsi Soap
08-02-2023	Hamayun Rasheed	1.00	Ramadaan 2023	SM content review
08-02-2023	Muhammad Aatir	1.00	SEO	backlinks add posting
08-02-2023	Muhammad Aatir	2.00	Ramadaan 2023	Social Media Taglines/captions
08-02-2023	Rana Muhammad Usman Khan	3.00	Ramadaan 2023	1. Campaign optimization 2. Bid Strategy Change 3. Creative Update
09-02-2023	Azad Khan	1.50	Ramadaan 2023	3D product shot renders for videos
09-02-2023	Hamayun Rasheed	1.00	Ramadaan 2023	SM posting

09-02-2023	Muhammad Aatir	2.00	SEO	Backlinks ad posting
09-02-2023	Muhammad Aatir	6.00	SEO	Blog Research Blog Writing Captions/Taglines
09-02-2023	Rana Muhammad Usman Khan	4.00	Ramadaan 2023	1 Campaign optimization 2 Audience Optimization 3 create New Audience
10-02-2023	Hamayun Rasheed	3.00	Content/Copywriting	Blog review Image placement Blog upload - Title: Minimalism Meets Quality: An In-Depth Look at HLD's Merchandise
10-02-2023	Muhammad Aatir	4.00	SEO	Backlinks Status Check Backlinks Ad posting
10-02-2023	Rana Muhammad Usman Khan	2.00	Ramadaan 2023	1. Campaign optimization 2. Audience research