

MUHAMMAD BILAL

PROFILE

I am currently pursuing a Bachelor of Business Administration (BBA) degree from Iqra University. I hold certifications in Digital Marketing, specifically in Facebook Ads, accredited by Meta. This certification has equipped me with the skills to effectively leverage digital platforms to drive brand success. With hands-on experience as a Media Buyer in managing Social Media branding initiatives, like building campaigns for Conversions and Awareness, and handling Social Media (Facebook, Instagram) pages. Also making ads on TikTok for sales. Identify Target Audience and re-target custom Audience. AB Testing Campaigns to get highly optimized results.

CONTACT

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Kharadar Disrict South
Karachi.

EDUCATION

NOV 2021 - 2025

IQRA UNIVERSITY

Bachelor of Business Administration

2018 - 2020

GOVT COLLEGE OF COMMERCE
& ECONOMICS

Intermediate in Commerce

FEB 2018

MATRICULATION IN COMPUTER
SCIENCE

SKILLS

- Digital Marketing
- Instagram and Facebook Ads
- Google and Tiktok Ads
- Email Marketing
- Shopify
- Time Management
- Business Presentation
- Critical Thinking

LANGUAGES

- English
- Urdu

WORK EXPERIENCE

- Documentation Executive** MAR 2024 - PRESENT
Tri Sea Shipping & Logistics
 - Prepare, verify, and process shipping documents, including bills of lading, invoices, and certificates of origin.
 - Ensure all documents comply with international shipping regulations and company policies.
 - Accurately enter and maintain shipping information in the company database.
 - Coordinate with clients and customs officials to resolve documentation issues and provide timely updates.
- Digital Marketing & Social Media Management** Aug 2021 - Dec 2023
QuickBazar
 - Created, managed, and optimized ad campaigns on Facebook, Instagram, and TikTok to drive brand awareness and sales.
 - Developed and scheduled engaging content across social media platforms to increase follower engagement and retention.
 - Monitored and analyzed campaign performance metrics using analytics tools, adjusting strategies to maximize ROI.

CERTIFICATIONS

Meta Certified Digital Marketing Associate - Coursera

- Introduction to Social Media Marketing.
- Social Media Management.
- Fundamentals of Social Media Advertising.
- Advertising with Meta
- Measure and Optimize Social Media Marketing Campaigns.
- Meta Social Media Marketing Capstone.

Google Digital Marketing & Ecommerce Professional Certificate - Coursera

- Foundations of Digital Marketing and E-commerce.
- Attract & Engage customers with Digital Marketing.
- From Likes to Leads: Interact with customers online.
- Think outside the Inbox: Email Marketing
- Marketing Analytics and Measurement.
- Build, Launch and Manage E-commerce Store.
- Develop Customers Loyalty Online.