

Razia Bibi

 +92 316 460 8988  [bit.ly/3sMhjLS](#)  @elevizo22  razia.jahan44@gmail.com

SKILLS

SEO & SEM | Campaign Optimization | Marketing Automation | Analytics & Reporting

Professional Summary

Results-driven Digital Marketing Specialist with 4+ years of experience in SEO, paid ads, and marketing analytics. Proven success in increasing website traffic by 65%, boosting social engagement by 70%, and improving ROI through data-backed strategies using Google Analytics, HubSpot, and Meta Ads.

PROFESSIONAL EXPERIENCE

Optician Business Solutions

Digital Marketing Executive

Oct 2025–Present

Leading digital marketing initiatives to enhance brand visibility and drive online growth for Optician Business. Manage SEO, paid ads, and content strategy across multiple channels, using tools like Google Analytics, HubSpot, and GoHighLevel to measure and improve campaign performance.

Kohminds Technologies

Digital Marketing Expert

Mar 2025–Sep 2025

Developed and managed campaigns that increased website traffic by 65% and leads by 20%. Managed social media growth (+70% engagement) and optimized ROI using Google Analytics, HubSpot, and GoHighLevel.

Rankonix

Digital Marketing Intern / Business Development Manager

Oct 2024–Dec 2024

Produced 50+ high-performing content pieces per month, resulting in a 40% increase in Instagram engagement and 30% on Facebook. Tracked KPIs to refine performance. I also conducted SEO keyword and competitor research to improve online visibility and engagement.

Live Chat Global

Business Development Executive

Sep 2023–Oct 2024

At Live Chat Global, I managed client outreach and lead generation using LinkedIn and Sales Navigator. I built long-term relationships, collaborated with marketing teams, and contributed to strategies that strengthened brand presence and customer acquisition.

EDUCATION

Bachelor's in Social Science

University of the Punjab

Diploma in Digital Marketing

Virtual University

EXPERTISE

SEO & SEM | Campaign Optimization | Marketing Automation | Analytics & Reporting

TOOLS & PLATFORMS

Google Analytics | SEMrush | HubSpot | GoHighLevel | Odoo | Frame.io | Notion | Google Ads | Meta Ads Manager | Canva