

Razia Bibi

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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