

SAAD SOHAIL

DIGITAL MARKETING MANAGER | META ADS & EMAIL MARKETING SPECIALIST

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Location: Rawalpindi, Pakistan | **Contact:** +92-318-0820643

Performance-driven Digital Marketing Manager with 4+ years of experience, specializing in Meta advertising, email marketing automation, and full-funnel campaign strategy. Proven ability to lead teams, manage high-value client portfolios, and deliver measurable ROI through data-driven optimization. Adapt at transforming brand objectives into executable digital strategies that drive growth and engagement.

AREA OF EXPERTISE

Paid Social & Meta Ads
Email Marketing

Digital Strategy
Google Analytics

Social Media Managment
Growth Marketing

KEY ACHIEVEMENTS

- **Market Expansion.** Identified untapped markets and launched a system to harness the line market, resulting in a revenue increase in 6 months.
- **Revenue Growth.** Successful Implementation of a new working strategy at Evertise PR increasing deal size and market cap by 15%

PROFESSIONAL EXPERIENCE

Marketing Manager At Vorniqo Solutions

Nov 2025 - Present

- Develop and oversee integrated digital marketing strategies with a focus on Meta ads and email automation.
- Lead cross-functional teams to execute multi-channel campaigns aligned with KPIs.
- Analyze performance data to maximize ROAS.

Marketing Specialist – Project & Client Leadership Roles At Evertise AI PR

Apr 2021 – Oct 2024

- Managed international Meta ad campaigns and email marketing strategies, achieving 4.5x average ROAS and increasing email engagement by 30%.
- Led digital outreach and fundraising campaigns for Khubaiib Foundation.
- Executed social media and email campaigns for Deenar Marketing.
- Supported email marketing operations for The BizBuzz Agency.
- Mentored junior marketers and supported strategic client discussions.

EDUCATION

Bachelor of Business Administration (BBA)

2021 - 2025

Arid University

F.Sc (Intermediate)

2019 - 2021

APS, PMA Kakul

Matriculation

2017 - 2019

APS, PMA Kakul

LANGUAGES

Languages: English (C1), Urdu (native).