KHIZAR NAVEED

DIGITAL MARKETING SPECIALIST

CONTACT

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EDUCATION

2022 - 2023
PNY-TRAININGS
- Certification in Front End Web Development

2018 - 2022
DAR-UL-ULOOM COLLEGE, LAHORE
- Intermediate in Fine Studio/Arts

PERSONAL SKILLS

- Time Management
- Attention to Detail
- Effective Communication
- Critical Thinking
- Well organized
- Fast learner

PRO SKILLS

- HTML, CSS, JavaScript, Bootstrap.
- Shopify (Basic Liquid programming)
- WordPress Website Management
- Social media marketing & Meta Ads
- Canva & Adobe Photoshop
- Google Sheets (formulas, data tracking)
- SEO (on-page, off-page, technical SEO, content optimization)

PROFILE SUMMARY

I'm a digital marketing professional with around 2 years of hands-on experience in managing social media, creating ad campaigns, and improving website visibility through SEO. I enjoy working on creative content, running targeted ads, and making sure the right audience sees the right message. I've worked with tools like Meta Ads, WordPress, Canva, and Google Sheets, and I'm always looking for smarter ways to grow online presence and engagement.

WORK EXPERIENCE

Digital Marketing Specialist   JULY 2024 – PRESENT
King Group of Companies – Dubai *(Remote)*

- At King Group, I'm responsible for managing the company's digital presence, mainly across social media platforms like Instagram, Facebook, and LinkedIn. I handle everything from creating and scheduling content to responding to messages and monitoring engagement.
- I also run ad campaigns using the Meta Ads Library, where I plan targeting, budgets, and performance analysis. For visuals and creatives, I regularly use Canva and sometimes Photoshop, depending on the complexity of the design.
- On the web side, I manage updates and content for the company's WordPress website, making sure everything stays up-to-date and works smoothly for users. I use Google Sheets to track campaign performance, using formulas to monitor ad spend, lead generation, and reach metrics.
- In addition, I work on basic SEO tasks, including optimizing website content and structure to improve search engine rankings and drive more organic traffic to the site.

Front-End Development Intern   March - June 2024
Social Swirl – Lahore *(On-Site)*

- Built and maintained eCommerce and marketing websites using HTML, CSS, JavaScript, along with Bootstrap and Tailwind CSS, focusing on responsive design and clean UI.
- Worked closely with the design and marketing teams to implement features, fix layout issues, and ensure cross-browser and mobile compatibility.
- Gained hands-on experience with Shopify's Liquid templating language for customizing basic store layouts and components.