



MUHAMMAD MANI

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OBJECTIVE

Currently, I am an associate student at Extreme Commerce. With my passion for consumer's behavior and current digital marketing trends, I am seeking a global perspective in digital marketing while taking a course in Advertising and Social Media Marketing. I am pursuing a Bachelor of Business Administration degree in Marketing through the Government College of Commerce & Economics. After Graduation, I plan on connecting my knowledge in Digital marketing to better understand consumer behavior and marketing trends in the field of advertising and digital marketing.



EDUCATION

Genius Academy | Matric (2011-2020)

Gov. Collage of Commerce & Economics | I.Com (2020-2022)

Gov. Collage of Commerce & Economics | B.Com (2022-Present)

Aptech Education Pakistan | Digital Marketing Diploma (2019-2020)

Google Unlocked Program | Google Search Ads (2021-2022)

Facebook Blueprint | Facebook Ads (2021-2022)



EXPERIENCE

Junior Google Ads Manager | Avolox.Inc

2022-JAN – 2022-MAR

- Set up a Manager Account.
- Implementing and executing Strategic Marketing plans.
- Improve Keywords Research.
- Improve on that strategy over time through testing.
- Remarketing.

Facebook Ads Manager | Aptech Clifton Center

2022-MARCH – PRESENT

- Set up a Business Manager Account.
- Implementing and executing Strategic Marketing plans.
- Improve results for the key metrics.
- Budget Optimization



SKILLS

- Google Ads
- Facebook Ads
- Remarketing
- Keywords Research
- Budget Optimization
- Strategy Building



ACTIVITIES

The execution of a marketing strategy across all the digital channels where consumers engage with a brand, usually for the purpose of improving a company's conversion rate.