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| Muhammad | C-41/2 Street 14, Punjab Colony  03243256225  muhammad\_13902@hotmail.com |

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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.

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|  | Education |

## Genius Academy | Matric (2011-2020)

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

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

## Google Unlocked Program | Google Search Ads (2021-Present)

## Facebook Blueprint | Facebook Ads (2021-Present)

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|  | Experience |

## Junior Google Ads Manager | Avolox.Inc

### 2022-jan – 2022-mar

* Set up a Business Manager Account.
* Implementing and executing strategic marketing plans.
* Improve results for the key metrics.
* Improve on that strategy over time through testing.

## Facebook Ads Manager | Aptech Clifton Center

### 2022-jan – 2022-mar

* Set up a Business Manager Account.
* Implementing and executing strategic marketing plans.
* Improve results for the key metrics.
* Improve on that strategy over time through testing.

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|  | Skills |

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| * Google Ads * Facebook Ads * Remarketing | * Keywords Research * Budget Optimization * Strategy Building |

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|  | 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.