

M USAMA REHMAN

Digital Marketer

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📍 Lahore, Pakistan



EXPERIENCE

Digital Marketing Manager

Temok Technologies

📅 2023 - Present 📍 Lahore

Domian and Hosting Providers

- Developed and executed comprehensive digital marketing strategies that increased website traffic by 45% and online sales by 30% within the first year.
- Managed a \$1000 monthly budget, optimizing spend across various digital channels including PPC, social media, Facebook ADS, Google ADS and email marketing.
- Conducted extensive keyword research and SEO audits, resulting in a 60% improvement in organic search rankings.
- Coordinated with the content team to produce high-quality blog posts, infographics, and videos, enhancing the company's online presence.
- Led a team of 5 members including seo experts and graphic designers to increase productivity.
- Analyzed campaign performance using Google Analytics & Google Search Console presenting detailed reports to senior management and recommending actionable insights.

Digital Marketing Specialist

Webdo Solutions

📅 2019 - 2022 📍 Lahore

Marketing Agency

- Executed successful social media campaigns that grew followers by 50% and increased engagement and coonversions rates by 40%.
- Implemented email marketing campaigns that achieved an average open rate of 25% and a click-through rate of 5%.
- Utilized A/B testing to optimize landing pages and ad creatives, improving conversion rates by 20%.Monitored industry trends and competitor activities, adapting strategies to maintain a competitive edge.
- Developed and managed content calendars, ensuring timely and relevant posts across all social media channels.
- Conducted competitive analysis and market research to inform content strategy and stay ahead of industry trends.
- Coordinated with customer service teams to address client inquiries and feedback promptly and effectively on social media platforms.

EDUCATION

Bachelors In Computer Science

University of South Asia

📅 2019 - 2023

LANGUAGES

English
Fluent



Urdu
Fluent



CERTIFICATION

Social Media Marketing Certification

Google Analytics Certification

Google Ads Certification

Facebook ADS Certification

SUMMARY

Results-driven Digital Marketer with over 5 years of experience in developing and implementing successful digital marketing strategies. Adept at increasing brand awareness, driving traffic, and boosting engagement through innovative campaigns. Seeking to leverage expertise in SEO, content marketing, and social media management to contribute to the success.

ACHIEVEMENTS



45% User Acquisition Increase

Spearheaded digital marketing initiatives at Temok Technologies that led to a 45% increase in user acquisition and website traffic.



Conversion Rate Optimization

Implemented a successful landing page optimization strategy, lifting conversion rates by 18%.

SKILLS

Paid Acquisition

Retargeting

ROAS Optimization

Creative Testing

Cross-Functional Collaboration

Google Analytics

Meta Advertising

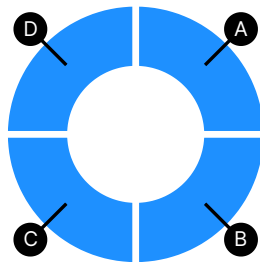
Google Ads

SEO

Organic Marketing

Keyword Research

MY TIME



- A Professional Development (30 minutes)
- B Personal Projects and Relaxation (30 minutes)
- C Monday: Team Meetings and Strategy Sessions (1 hour)
- D Performance Review and Planning (1 hour)