

Abdul Mateen

Digital Marketing Expert

Dynamic and results-driven Digital Marketing Manager with over five years of experience in designing and implementing impactful online campaigns. Proven track record of driving brand visibility, enhancing customer engagement, and boosting revenue for diverse clients. Adept at leveraging digital marketing strategies to foster growth and establish market leadership.



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Faisalabad, Pakistan



EDUCATION

Study Program

University of National University of Modern Languages (NUML)

Courses

- Bachelor of Computer Science

WORK EXPERIENCE

Digital Marketing Manager

Bird View

06/2022 - 11/2022

200% Increase in Online Sales: Orchestrated successful social media ad campaigns, achieving a 200% increase in online sales and a 150% rise in brand engagement for a leading e-commerce client. **300% Improvement in Conversion Rates:** Pioneered innovative targeting strategies, resulting in a 300% improvement in conversion rates for a prominent tech startup, solidifying its position as a market leader. **Collaboration with Top-Tier Brands:** Worked with top-tier brands, showcasing versatility and expertise in driving impactful marketing campaigns.

Sorun Solution

Sales Manager

02/2023 - 07/2023

Significant Increase in Online Sales: Led a high-impact ad campaign for a leading e-commerce client, significantly increasing online sales and brand engagement within a brief timeframe. **Adaptability Across Sectors:** Partnered with renowned clients across various sectors, demonstrating adaptability and effectiveness in executing successful marketing strategies. **Enhanced Conversion Rates:** Developed and implemented creative strategies, markedly enhancing conversion rates and establishing a startup as an industry frontrunner.

Internationally Clients

Fiverr / Upwork / LinkedIn

09/2023 - Present

AI-Powered Campaign Management: Employed AI tools to automate campaign adjustments, optimize ad spend, and enhance performance. This resulted in a 40% increase in conversion rates and improved overall campaign effectiveness. **Adaptability Across Sectors:** Partnered with renowned clients in diverse sectors, demonstrating adaptability and effectiveness in executing successful marketing strategies. Tailored campaigns to fit the unique requirements of each industry. **Driving Global Engagement with Facebook Ads:** Spearheaded international ad campaigns on Facebook, successfully targeting diverse demographics and expanding brand presence globally. Leveraged advanced targeting tools and audience insights to maximize ad reach and engagement. **AI Automation for Enhanced Performance:** Implemented AI-driven automation tools to optimize ad performance and reduce manual effort. This approach resulted in a 35% increase in efficiency and a significant reduction in cost per acquisition (CPA).

SKILLS

Digital Marketing Strategy

Facebook Ads Management

Sales and Marketing

Shopify Expertise

Social Media Management

Instagram Marketing

Social Media Ad through AI

AD Strategy Through AI

Ads Expert through AI

Social Media Expert

Shopify Store Management

Shopify Developer

Tik Tok Ads Expert

YouTube Ads Expert

E-commerce Expert

Skill

PERSONAL PROJECTS

Facebook Ads Campaign (09/2022 - 07/2023)

ORGANIZATIONS

Bright Bloom Mart (07/2023 - Present)

CERTIFICATES

Digital Marketing Expert (09/2021 - 02/2022)

Targeted Audience (05/2022 - 11/2022)

Shopify Developer (12/2022 - 03/2023)

AI Expert in Ads (05/2023 - 12/2023)

LANGUAGES

English

Full Professional Proficiency

Urdu

Full Professional Proficiency

INTERESTS

Football

Inventions

Book Reading