



Wasim Ullah <wasim@buyanyinsurance.com>
to Michael, company ▾

Hi Mike,

It feels good. Let's go above and beyond.

Thank you all.

Cheers!

On Thu, Jan 16, 2020 at 10:33 AM Michael Ilyas <michael@buyanyinsurance.com> wrote:
Hi All,

For the past 2,3 days we have been getting a lot of Leads our first record was 70 then 92 and yesterday was 113.

Wasim thank you for all the effort & hard work you been putting in also with managing the remote team.

Your hard work & resilience is paying off 😊.

With all these leads we should be looking a brighter year & coming out stronger. Sales team will hopefully achieve our closing rate of 40%

Thank you all for you hard work & lets stay strong this year.

Best,
Michael

--

Wasim Ullah
Growth Hacker
Digital Marketing | BuyAnyInsurance.com



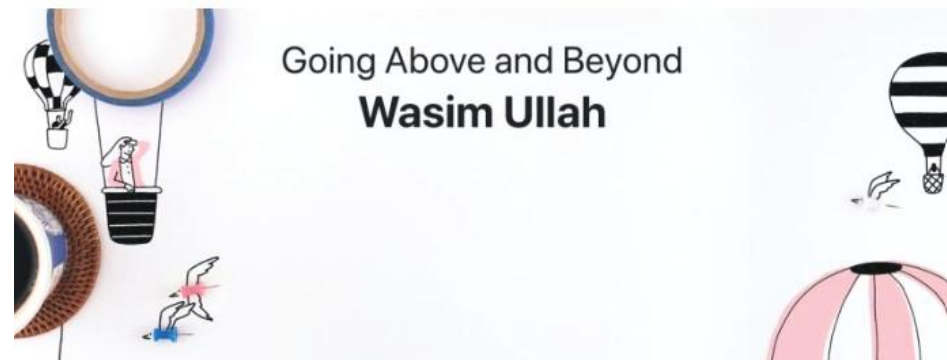
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✉ wasim@buyanyinsurance.com
🌐 www.buyanyinsurance.com
📍 503, The Onyx Towers 2, Greens, Dubai, UAE




Salim Zafran • 1st
Managing Director at Vudu Advertising/Entertainment
1yr • 🔒



Wasim Ullah #Kudos Wow! Just when I thought your work couldn't get any better
#GoingAboveAndBeyond



Full Stack Marketing



- Search Engine Optimization
- Facebook + Instagram Advertising
- Google Advertising
- Graphic Design + Video Making
- Websites + Landing Pages
- Press Releases + Backlinks
- Email Marketing + Email Automation
- Content Writing
- Social Media Marketing

I have learnt full stack marketing with proven record in each stack (marketing area) to be mentioned in the next pages.

Search Engine Optimization

I have optimized the websites of educational institute and fintech portal against their **primary keywords**. They were ranked on the first page within a short period.

Website: www.buyanyinsurance.com

Keyword	Average Monthly Searches
Car Insurance Dubai	3600
Insurance Car	3600
تأمين السيارات	1900
تأمين سيارة	1900
الوثبة للتأمين	1300
Al Buhaira Insurance	1000
Cheapest Car Insurance Dubai	480
Car Insurance Quotes	390
Compare Insurance	320

cheapest car insurance dubai

www.buyanyinsurance.com

[5] Quick Insurance Comparison Online Dubai | Quotes in 1 Minute

Compare insurance on Buy Any Insurance for quick **cheap** quotes and ... minute & get instant quotes from leading **car insurance** providers in **Dubai** and the UAE.

acca in lahore

www.cfe.edu.pk > acca

[5] ACCA - CFE - Group Of Colleges

The communities for **ACCA in Lahore** are anything but difficult to approach and give truly moderate and splendid instructing. One of the main four schools of **ACCA** ...

Website: www.cfe.edu.pk

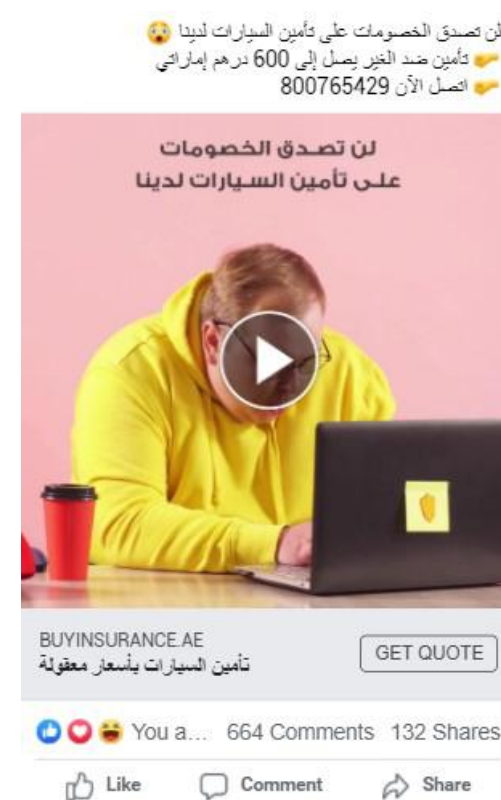
Keyword	Average Monthly Searches
BBA	4400
ACCA in Lahore	170
CA in Lahore	170
GCUF Affiliated Colleges	10
CFE College	10

Facebook + Instagram Advertising

From creating adcopy, graphic designs, video making to launching and optimizing Facebook and Instagram advertisements, I have done it all, over and over again.

I have helped businesses to generate over 10 million in revenue, 100+ million impressions and always exceeded in their ROI expectations.

Screenshots are my actual work.



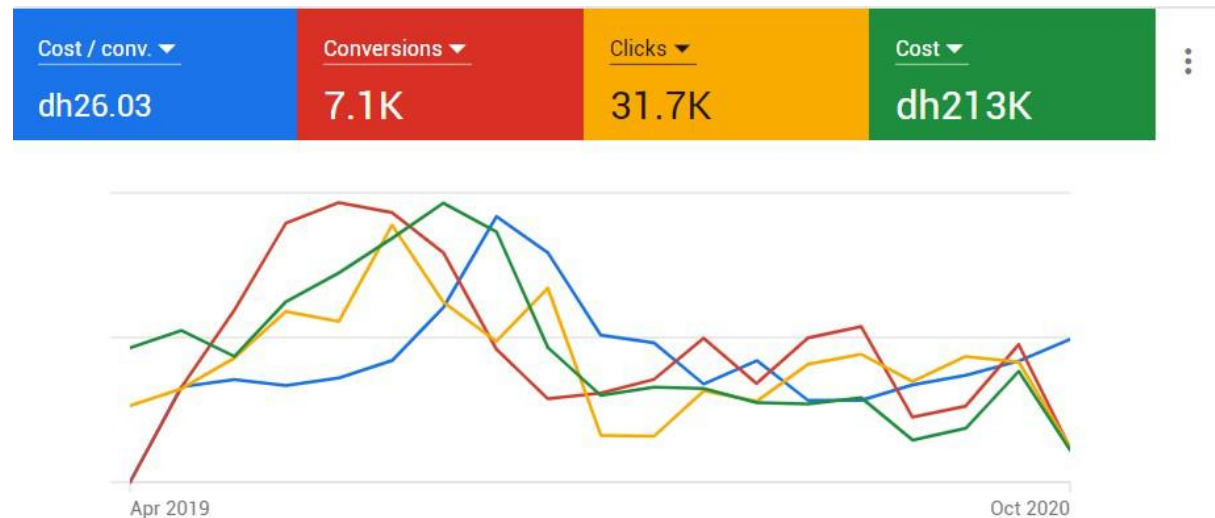
An ad that generated 2908 leads at 5.93 CPL

	Campaign Name	Delivery	Bid Strategy	Budget	Results	Reach	Impressions	Cost per Result	Amount Spent
●	Conversions	● Ad Off	Target cost	600.00.د. Daily	2,908 Leads	349,120	1,471,063	5.93.د. Per Lead	17,242.07.د.
●	Conversions	● Active	Cost cap	300.00.د. Daily	1,808 Leads	211,076	838,789	5.26.د. Per Lead	9,502.77.د.
●	Conversions	● Active	Bid cap	300.00.د. Daily	1,664 Leads	160,135	323,062	5.06.د. Per Lead	8,411.67.د.

A few ad campaigns on Facebook + Instagram platforms

Google Advertising

I have optimized Google ad campaigns with thorough keywords research and dropped CPL from an expected 30 to 26 over several months period. Attached screenshot is from one of my accounts.



The campaigns collective performance over 19 months with lowest CPL.

Graphic Design + Video Making

I have created graphics for the top tier firms in different industries, including construction, education, food, medical and advertising.

Please check out the videos portfolio from wasim.co/video.

Bus Stickers Designed for ASIA Contracting



Brochure Designed for INTERGULF



Flyer Designed for INTERGULF



Facebook Update for CFE



Facebook Update for Buddy's



Websites + Landing Pages

I have developed landing pages and websites using WordPress CMS system. Including websites that have over 50 internal pages.

Websites

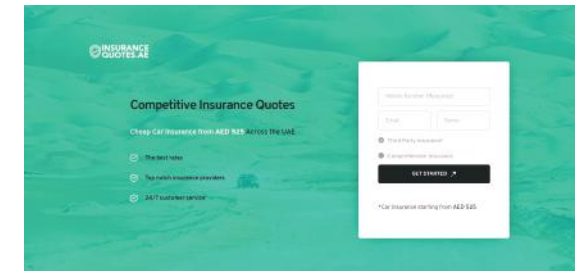
www.asiacontracting.com

www.aegisroofingcompany.com

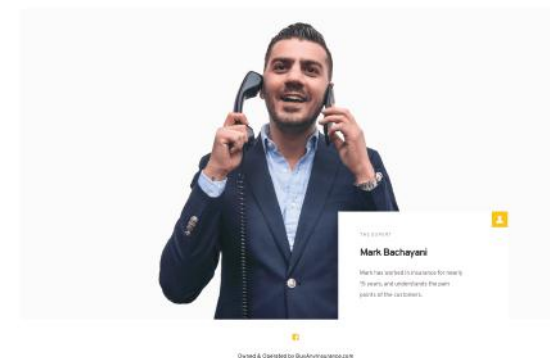
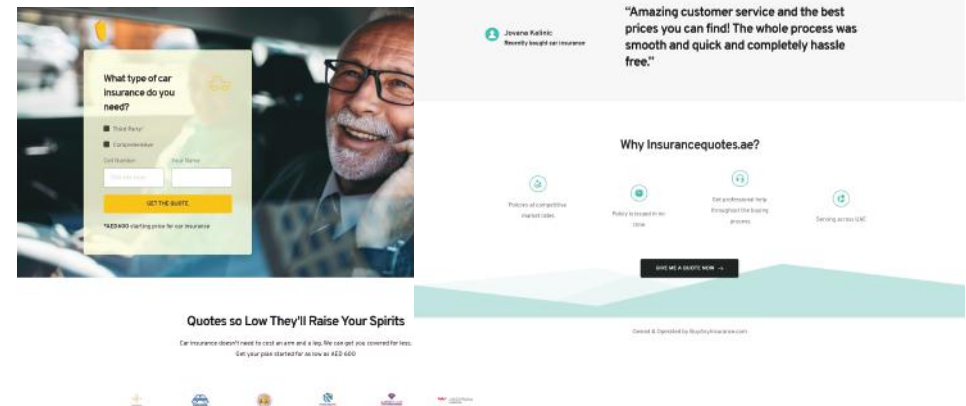
www.vuduadvertising.com

www.p3care.com

Landing Page 2

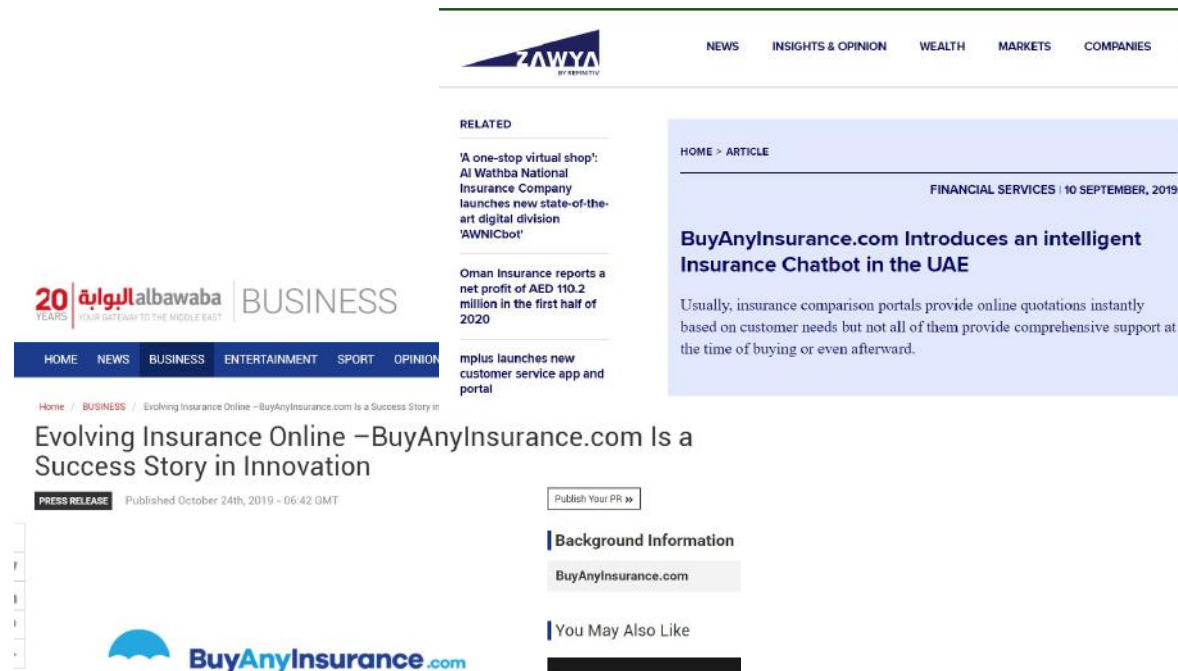


Landing Page 1



Press Releases + Backlinks

I have been able to generate high quality backlinks and press releases for SEO and brand recognition. I have also trained writers to successfully pitch such magazines.



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Usually, insurance comparison portals provide online quotations instantly based on customer needs but not all of them provide comprehensive support at the time of buying or even afterward.

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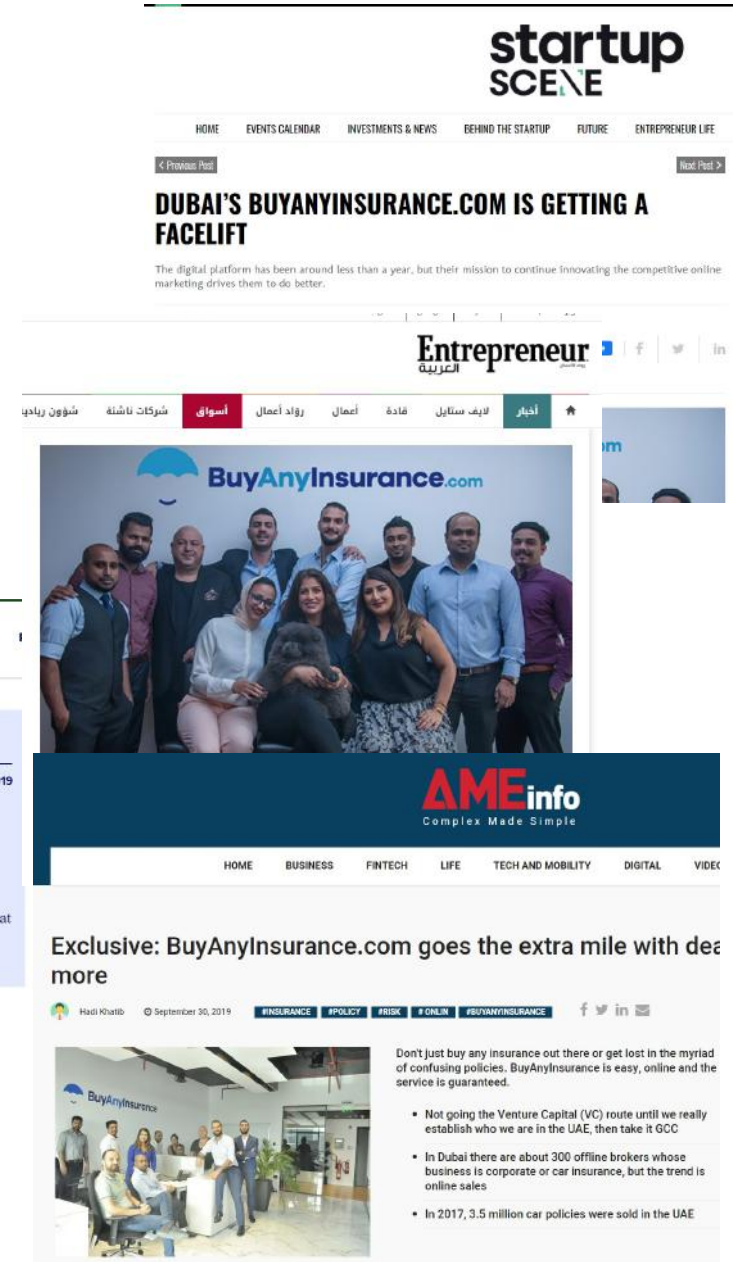
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Background Information

BuyAnyInsurance.com

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DUBAI'S BUYANYINSURANCE.COM IS GETTING A FACELIFT

The digital platform has been around less than a year, but their mission to continue innovating the competitive online marketing drives them to do better.

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Don't just buy any insurance out there or get lost in the myriad of confusing policies. BuyAnyInsurance is easy, online and the service is guaranteed.

- Not going the Venture Capital (VC) route until we really establish who we are in the UAE, then take it GCC
- In Dubai there are about 300 offline brokers whose business is corporate or car insurance, but the trend is online sales
- In 2017, 3.5 million car policies were sold in the UAE



Email Marketing + Automation

I have optimized MailChimp for email automation and Mailjet for email marketing.

Content Writing

I have written content for websites, blogs, social media, creative adcopy and email marketing.

Social Media Marketing

I have created social media calenders, creative designs and content that has reached millions of users on various social media channels.

Viral Facebook Update for Buddy's











Hall of Achievements

- Reduced CPL by 85% during my tenure,
- Single-handedly achieved the double in ROI in four months as compared to the previous eight months' period when the entity had three resources with the double years of experience,
- Reduced to 80% the overall search and social ads spend and increased conversions by 5%,
- Ranked for top 10 primary high volume keywords high in search results in short period of less than six months,
- Planned and executed two Chatbots to automate sales and customer support work,
- Replaced the marketing head with nine years of experience in the core team within ten days, paid campaigns lead with ten years of experience in two months and visual designer with twelve years of experience in three months of joining in the same startup,
- Single-handedly achieved the double in ROI in

four months as compared to the previous eight months' period when the entity had three resources with the double years of experience.

- Redesigned logos, business stationery, brochures, profiles, physical branding, and websites of eight multinational companies based out of Dubai in three months,
- Managed several clients' portfolio without major assistance.
- Created viral content and received more than one million views for a Facebook page in two weeks,
- Generated over twenty-five thousand leads for enrollments across five different campuses,
- Started out as social media strategist, promoted to lead the entire digital media workload,
- Trained two fresh grads who replaced their seniors within the next six months.

Technical Knowledge

Digital Graphic Designs:	 Adobe Photoshop
Print Graphic Designs:	 Adobe Illustrator
	 Adobe Indesign
Video Making:	 Adobe After Effects
Presentations:	 Microsoft PowerPoint
Reporting:	 Google Analytics
	 Google Data Studio
	 Microsoft Excel

Digital Advertising:

Facebook Ads Manager
Google Ads Manager
ToTok Ads Manager
LinkedIn Advertising

Search Engine Optimization:

Moz Pro
SEMrush Pro
Yoast SEO
ScreamingFrog

Digital Automation:

ManyChat Chatbot
Intercom Automation
Hootsuite
iFTTT

Work Experience

Marketing Director [Promoted] May 2020 - Now
 Digital Marketing Manager May 2019 - April 2020
 BuyAnyInsurance, Dubai

Sr Digital Branding Specialist Feb 2018 - April 2019
 Vudu Advertising, Dubai

Digital Media Lead [Promoted] July 2016 - July 2017
 Social Media Strategist June 2015 - June 2016
 CFE Group of Colleges, Lahore

Marketing Associate Dec 2013 - April 2015
 Imanagers, Lahore

Education

BBA (Hons.) 2009 - 2013
 University of the Punjab, Lahore

Personal Data

Marital Status: Married
 Date of Birth: December 11, 1992
 Passport Number: CP6853621
 Nationality: Pakistan