

AHMAD HASSAN

Digital Marketing Specialist

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Notice Period: Immediate, Visa Status: Company Visa



Skills:

Advertising Platforms & Campaigns:

Google:

- Search Campaign
- Performance Max Campaign
- Shopping Campaign
- Local visitors campaigns(especially Google Map)
- Display Campaign

Meta:

- Engagement Campaign
- Traffic Campaign
- Sales Catalogue Campaign
- Brand Awareness
- Leads Campaign

TikTok, Snapchat:

- Product sale
- Videos views
- Website conversions
- Lead generation ads

Tools:

- Shopify
- WordPress
- WooCommerce
- Elementor
- Canva
- Capcut
- SQLyog
- HTML
- CSS
- JavaScript
- Facebook Ads Manager
- Meta Business Suite
- Facebook Business Manager
- Facebook Catalogue
- Meta Pixel
- Google Ads Manager
- Google Data Studio
- Google Analytics
- Google Tag Manager
- Google Keyword Planner
- Google Search Console
- Google My Business
- All in one SEO
- Rank Math
- Moz
- SEMrush
- Tag assistant Legacy
- TikTok Pixel Helper
- AiSensy

4 Years of Work Experience:

Digital Marketing Manager:

Rosabella Boutique, Sharjah, UAE

Jan 2024 – Present

Job Responsibilities:

- Executed comprehensive PPC strategies on platforms including Google and Meta (Facebook and Instagram), optimizing ad spend to achieve a 25% reduction in cost-per-click while maintaining a consistent 7% to 10% conversion rate across all channels.
- Designed and developed a WordPress e-commerce website, increasing user engagement by 30% and enhancing page load speed by 40% by implementing optimized images, structured data, and advanced caching techniques.
- Implemented SEO and SEM strategies to enhance online visibility and search rankings by 30%.
- Established co-marketing partnerships with UAE government and local organizations.
- Managed social media accounts (Pinterest, Snapchat, YouTube, TikTok, and Instagram) and created marketing designs using Canva.

- Oversaw Google Merchant Center management, optimizing product feeds and troubleshooting issues to enhance Google Shopping campaign visibility and performance.
- Launched and managed a Shopify store, developing custom themes and integrating optimized application, resulting in improved user engagement and initial customer acquisition growth.
- Monitored, analyzed, and reported on KPIs using tools like Google Analytics and Google Tag Manager, providing actionable insights to refine strategies and guide decision-making.
- Analyzed market trends and competitors to identify growth opportunities and innovate strategies.

Digital Marketing Executive:

08/2021 - 12/2023

The Digital Marketing Company (TDMC), London, UK

A marketing agency specializing in real estate, dental clinics, eye care, skin clinics and home care businesses.

Job Responsibilities:

- Developed and managed PPC strategies for Google Ads and Facebook Ads, increasing online traffic by 40% and leads by 25%.
- Managed Google Ads accounts with daily budgets of up to £300, optimizing spend to achieve a 20% reduction in cost per acquisition (CPA).
- Handled 40+ Google Ads and 10+ Facebook Ads accounts simultaneously, achieving an average conversion rate of 7% to 10% across all accounts.
- Implemented conversion tracking using tools like Pixel, Google Tag Manager, and Google Tags, improving data accuracy by 30%.
- Conducted A/B testing and conversion rate optimization techniques, boosting conversion rates by 15%.
- Identified and targeted key demographics and audiences for marketing campaigns, enhancing ad reach by 35% and impressions by 50%.
- Created highly optimized and effective landing pages for Google Ads on WordPress, resulting in a 25% increase in conversion rates.
- Conducted keyword research and SEO audits, resulting in a 30% improvement in organic search rankings for multiple client websites.
- Achieved first-page rankings on Google for multiple client websites using advanced on-page SEO techniques.
- Analyzed insights and generated reports using Looker Studio (Google Data Studio), providing actionable insights that led to a 20% improvement in campaign performance.

Digital Marketing Assistant:

12/2020 - 06/2021

Digital Otters, Lahore, Pakistan

Job Responsibilities:

- Learning, training, and digital marketing in collaboration with a senior digital marketing strategist.
- Managing and overseeing Google Ads accounts and social media campaigns.

Education:

Bachelor of Science in Software Engineering

CGPA 3.42

University of Lahore

09/2017 – 07/2021

- Principle of Marketing
- Introduction to Management
- Organization Behavior

- Human Resource Management
Web Development
- Android App Development

Achievements:

- Generated over 200 leads per month at less than 7 AED per lead through Instagram engagement and traffic campaigns.
- Increased website traffic by 40% by implementing SEO strategies and targeted social media campaigns, resulting in higher footfall to the boutique.
- Achieved a 20% growth in online sales by optimizing e-commerce platforms and running effective seasonal promotions.
- Reduced customer acquisition cost by 15% through data-driven marketing strategies and precise ad targeting.
- Designed and built more than 50 WordPress and E-commerce websites across various niches.
- Increased agency business from 30 to 50+ Google Ads accounts, each with up to 8 campaigns, optimizing ad spend and performance.
- Posted over 50 photos and interactive videos to boost audience engagement, leading to improved brand visibility.
- Increased conversion rates by 15% and reduced average CPC by up to 20% while maintaining conversion rates.

Core Competencies:

- Team Lead
- PPC Management
- Keyword Research
- Report and Analysis
- Brand Awareness
- Lead Generation

Languages:

English (Fluent)
Urdu (Native)