

Jawad Khan

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DIGITAL MARKETING SPECIALIST

Experienced marketing professional with a proven track record in digital marketing, specializing in **email marketing, social media management, PPC, SEO, Meta ads and Google Ads**. Demonstrated success in driving engagement, increasing brand visibility, and achieving measurable results for clients. Skilled in **analytics reporting, client communication, and collaboration**. Consistently exceeds expectations and fosters enduring client relationships.

SKILLS

Marketing	: Facebook ads, Google ads, Pinterest ads, LinkedIn ads, Youtube ads, X ads
SEO	: OnPage SEO, OffPage SEO, Backlinks, SEM
Analytics	: Google Analytics, Google Tag Manager
Copywriting	: Creativity, Writing Skills, Research, Collaboration, Content Strategy
Email Marketing	: MailChimp, Kalviyo, Woodpecker
CRM Tools	: Hubspot, Salesforce, Zoho
Lead Gen Tools	: LeadsGorilla, Leadswift, salesnavigator, Apollo , SalesQL , CruchBase , Cluch.co

EXPERIENCE

Marketing Intern <i>The Digitalize Careers</i>	March 2022 – Aug 2022 <i>Remote - Karachi, Pakistan</i>
<ul style="list-style-type: none">Designed email marketing campaigns targeting a client base of 2,000+, achieving a 25 percent increase in engagement. Managed social media accounts, growing followers by 30 percent within six months through strategic content creation.Provided analytics reports on digital campaigns using Google Analytics and social insights.	
Marketing Specialist <i>Jk Advanced</i>	Jan 2023 – June 2023 <i>Remote – Islamabad, Pakistan</i>
<ul style="list-style-type: none">Developed and implemented digital marketing campaigns across various social media channels.Designed and implemented SEO and PPC strategies to increase brand visibility and website traffic.Managed and coordinated the development of digital content, including blog posts and social media content.	
Google Ads Specialist <i>Bundler Agency</i>	Aug 2023 – April 2024 <i>Remote – Sydney, AUS</i>
<ul style="list-style-type: none">Managed Google Ads accounts with an ad spend of over 20,000 dollars per month. Achieved an average of 200 percent ROAS across all ad accounts.Directly communicated with the client marketing team via Slack. Worked directly with a copywriter and designer to create landing page that best-matched search intent, driving up conversion rates by 20 percent on average for select clients.	
Lead Generation and Marketing Specialist <i>Online Boost</i>	May 2024 – Present <i>Remote - Austin, Texas, United States</i>
<ul style="list-style-type: none">Drove significant business growth by generating high-quality leads and improving conversion rates through targeted paid advertising campaigns.Enhanced online presence and search rankings with effective SEO strategies, optimized social media engagement, and local search visibility via Google Business Pages.Delivered high customer satisfaction and retention by providing actionable insights through analytics, producing SEO-optimized content, and engaging effectively with clients.	
Business Development Manager <i>Next Generation Business Solution (NGBS)</i>	Sep 2024 – Present <i>Remote - Islamabad, Pakistan</i>
<ul style="list-style-type: none">Drove revenue growth by identifying new business opportunities through in-depth market research and prospecting using Sales Navigator, Crunchbase, and Clutch.co, resulting in high-value client acquisitions and strategic partnerships.	

- Built and maintained long-term relationships with key stakeholders,**securing profitable contracts and fostering** business collaborations.
- Developed and executed targeted business strategies, leading to immediate **revenue gains and long-term expansion** aligned with company goals.

Facebook Ads and Google Ads Expert
Fiverr and upwork

Jan 2024 – Present

- Drove exceptional results for diverse clients through **targeted campaigns** and strategic optimizations.
- Leveraged **advanced analytics and A/B testing** to refine ad performance.
- Fostered enduring client relationships through excellent customer service.

EDUCATION

National University of Computer and Emerging Sciences
Bachelor of Science in Computer Science

Islamabad, Pakistan
Aug 2019 – Jan 2024

Rawalpindi Board of Intermediate and Secondary Education
F.Sc. (Pre Engineering)

Islamabad, Pakistan
Aug. 2016s – May 2018

PROJECTS

Facebook Ads Campaigns

Source

- Successfully executed targeted Facebook ad campaigns across diverse industries including **jewelry, gadgets, healthcare, and fashion**. Conducted comprehensive business analyses to inform strategic campaign planning, resulting in increased **sales and leads** for clients.
- Demonstrated adaptability and expertise in optimizing ad performance, leveraging competitive insights to drive client success and satisfaction.

Google Ads Campaigns

Source

- Implemented and managed Google Ads campaigns for clients in various industries, including **luxury lighting, hair extensions, and electric bikes**.
- Developed tailored campaign strategies to meet specific client objectives, such as creating location-based P-MAX campaigns for a luxury lighting business and setting up local store visit campaigns for a hair extensions retailer.

Email Marketing Campaigns

Source

- Highly successful email marketing campaigns for diverse clients like **Provacan, NH, and LLK**, achieving remarkable average conversion rates ranging from 35 percent to 53 percent.
- Developed comprehensive email marketing strategies from inception to execution, utilizing platforms like **Klaviyo**, and consistently delivered outstanding results, including average conversion rates of up to 39 percent over collaborative periods ranging from 1 to 11 months.

CERTIFICATIONS

- The Complete Digital Marketing Guide - 24 Courses in 1
- Responsive Web Design
- JavaScript Algorithms and Data Structures
- Front End Development Libraries