

Jawad Khan

jk bells.com | LinkedIn | GitHub |

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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

The Digitalize Careers

March 2022 – Aug 2022

Remote - Karachi, Pakistan

- 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

JK Advanced

Jan 2023 – June 2023

Remote – Islamabad, Pakistan

- 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

Bundler Agency

Aug 2023 – April 2024

Remote – Sydney, AUS

- 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

Online Boost

May 2024 – Present

Remote - Austin, Texas, United States

- 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

Next Generation Business Solution (NGBS)

Sep 2024 – Present

Remote - Islamabad, Pakistan

- 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