

# M AHMAD HASHMI

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Portfolio: [ahmadhashmi.site](http://ahmadhashmi.site) | LinkedIn: [M Ahmad Hashmi](#)

## SUMMARY

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BS IT graduate with 4+ years of experience specializing in **social media management**, **email marketing**, and **graphic designing**. Skilled in creating high-performing social media strategies, managing paid ad campaigns, and executing targeted email marketing campaigns to boost engagement and conversions. Passionate about driving brand growth through innovative marketing strategies. Perpetual learner committed to staying updated on industry trends.

## WORK EXPERIENCE

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### TECHNTH MARKETING AGENCY, MULTAN

May 2023 – Dec 2024

#### Digital Marketing Specialist

(On-site)

- Designed visually appealing graphics for various digital marketing materials, contributing to a notable boost in brand recognition and social media engagement.
- Strategically crafted and executed targeted email marketing campaigns, leveraging automation tools to enhance engagement, nurture leads, and drive conversions.
- Led the implementation of real time reporting on marketing spend to adjust bid strategy, leading to a 35% improvement in ROI. Successfully Supported marketing team by writing and editing 100+ social media and email campaigns.

### DIGITAL MARVELS, ISLAMABAD

March 2022 – April 2023

#### Digital Marketing Specialist

(On-site)

- My responsibility was to run campaigns & generate quality leads.
- Created reporting around paid marketing funnels, and leveraged this to incrementally improve the conversion rate by 210%.

### DIGITAL EAGLES, AUSTRALIA

January 2022 – July 2022

#### Graphic Design & Social Media Manager

(Remote)

- Managed social media platforms for the company.
- Designed content for social media platforms.
- Strategized, developed, and oversaw paid digital marketing initiatives across AdWords, Instagram, and Facebook, with a monthly budget of \$10,500, resulting in approximately \$160,750 in monthly revenue.

### BRANDXEVO, MULTAN

July 2020 – February 2022

#### Social Media Marketer & Manager

(On-site)

- Oversaw paid digital marketing campaigns across AdWords.
- Contributed to the success of diverse marketing campaigns, leveraging expertise in social media advertising and captivating graphic design.
- Developed and optimized targeted Google Ads campaigns, leading to a significant increase in click-through rates (CTR) and conversion rates, thereby improving online visibility and generating more leads.

## EDUCATION

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### BACHELOR'S DEGREE IN INFORMATION TECHNOLOGY

Bahauddin Zakariya University, Multan

- **Duration:** 4 Years (2018–2022)
- **CGPA:** 3.11