

# M AHMAD HASHMI

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## PROFESSIONAL SUMMARY

Experienced Digital Marketing professional with a BS IT background, specializing in driving brand growth through innovative strategies in Google Ads, SEO, social media marketing and management. Experienced in crafting compelling campaigns and leveraging graphic design to enhance engagement and deliver measurable ROI. Committed to continuous learning and staying ahead of industry trends.

## WORK EXPERIENCE

### 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 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

Mar 2022 – Apr 2023

Digital Marketing Specialist

(On-site)

- Executed targeted campaigns that consistently generated high-quality leads, contributing to a significant improvement in conversion rate.
- Created reporting around paid marketing funnels, and leveraged this to incrementally improve the conversion rate by 210%.

### Digital Eagles, Australia

Jan 2022 – Jul 2022

Graphic Design & Social Media Manager

(Remote)

- Managed and grew social media platforms for the company, increasing engagement by 25%.
- Designed captivating content for social media platforms, enhancing brand presence and audience interaction by achieving 15% higher click-through rates.
- Strategized, developed, and managed paid digital marketing initiatives across AdWords, Instagram, and Facebook, with a monthly budget of \$10,500, resulting in approximately \$120,750 in monthly revenue.

### BrandxEvo, Multan

Jul 2020 – Feb 2022

Social Media Marketer & Manager

(On-site)

- Managed 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.

## SKILLS

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**Paid Media:** Google Ads, Meta Business Suite (Facebook & Instagram Ads), LinkedIn Ads, Tiktok Ads, YouTube Ads, Google Analytics 4, Google Tag Manager, Google Merchant, Semrush Pro, Ahrefs, Moz Pro, Hootsuite, Mailchimp, Meta Ad Library and much more.

**Design:** Adobe Creative Suite, Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Adobe Lightroom, Adobe Premiere Pro, CapCut, Canva, and much more.

**Development:** WordPress with html, JavaScript and custom CSS.

## EDUCATION

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### BS Information Technology (IT)

BAHAUDDIN ZAKARIYA UNIVERSITY, MULTAN

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