

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

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

BS Information Technology (IT)

BAHAUDDIN ZAKARIYA UNIVERSITY, MULTAN

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