



Muhammad Asim Iqbal

Social Media Manager

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 7 years of work Experience

Personal Details

Date of Birth: 21 /04 /1996

Languages Known: English,
Urdu and Arabic

Address: Riyadh, KSA

Nationality: Pakistani

Religion: Islam

Marital Status: Married

Profile Summary

- Skilled in managing Social Media Marketing Specialists & Digital Advertising
- Led the social media advertising department responsible for creating effective campaigns on platforms like Meta (Facebook & Instagram) and TikTok
- Commercial and Analytical mindset with a focus on excellence in Facebook & TikTok and Google ads Services
- Monitored and analyzed the effectiveness of marketing content and campaigns, using key performance indicators (KPIs) and metrics such as website traffic, conversion rates, and return on investment (ROI).
- Committed, motivated, sincere, and punctual with excellent analytical, problem-solving, communication, and interpersonal skills

Core Competencies

Social Media Marketing

TikTok & Meta Ads

Google Ads

SEO and Content Writing

Social Media Account
Executive

Microsoft Office, Word & Excel

Education

- 2017 - 2019:** Diploma of Associate Engineer from PUNJAB BOARD OF TECHNICAL EDUCATION, LAHORE

Work Experience

1) **July -2013 / January 2014: Modern Wall Art**

- ❖ Worked as a Social Media Accounts Management
- ❖ Daily Create Graphics & Content using Canva
- ❖ Published New Content on All Social Media Channels
- ❖ Hunt New Influencer & Communication
- ❖ Daily Track Competitor's Activities on social media, Digital Media
- ❖ Engage new followers and monitor conversations
- ❖ Manage the content calendars, social Copywriting, and content posting

2) **February -2014 / September -2016: Jaffson Enterprises PVT.LTD**

- ❖ Worked as a Social Media Executive
- ❖ Created engaging content for social media platforms
- ❖ Tracked, reported, and analyzed competitors and social media performance metrics.
- ❖ Monitored the Brand's social media pages closely
- ❖ Used the market & business insights to engage followers on the pages.
- ❖ Optimized the content for better reach and engagement on various digital platforms.
- ❖ Updated the latest digital marketing trends and competitor strategies.
- ❖ Prepared and delivered reports to communicate campaign performance and provide actionable recommendations for improvement.

3) **November 2016 / December 2018: Amouge**

- ❖ Worked as a social media marketing Executive and Marketing Manager
- ❖ Content Creation & Copywriting for Facebook ads
- ❖ Facebook and Instagram Ads set-up
- ❖ Target the Right Audience and Analyze Data
- ❖ Build and launch Engagements & shopping advertising campaigns on Facebook
- ❖ Reporting and Tracking Leads Campaigns
- ❖ Set up Pixel & Funnels and Optimize Campaigns
- ❖ Graphic designing & copywriting
- ❖ Monitor and analyze social media campaign performance for continuous improvement

4) **January -2019 / December -2020: Extreme Commerce**

- ❖ Work as a Social Media Marketing Manager
- ❖ Strategized and executed social media campaigns to drive brand visibility and engagement.
- ❖ Proficient in audience targeting and segmentation strategies
- ❖ Developed and executed highly successful Meta and TikTok ad campaigns for a range of clients across various industries
- ❖ Developed, implemented, and tracked marketing program by linking social media pixels to promise platforms
- ❖ Conducted A/B testing on ad creatives to maximize engagement rates and conversions.
- ❖ Managed and optimized paid advertising on social media platforms.
- ❖ Managed the marketing campaigns from start to finish, including planning, execution, and reporting.

5) **January -2021 / February -2022: Patpak UK**

- ❖ Work as a Digital Marketing Manager, Lead Generation
- ❖ Set up the testing campaigns from scratch
- ❖ Competitor Analyses and Campaign Optimization
- ❖ The targeted goal was to fill out forms for Google and Facebook Campaigns
- ❖ Creating and planning a Variety of PPC / Video Campaigns Across Digital Channels
- ❖ Competitor Analysis & Effective Keyword Research
- ❖ Use social media analytics tools or third-party tools to track the performance and target of the social media channel and report it regularly
- ❖ Identify and communicate the trends and opportunities through working knowledge of analytics, 3rd party research, digital trends, and past campaign data.
- ❖ Analyzed campaign performance data, monitored key performance indicators (KPIs), and gained useful insights to improve effectiveness, ROI, and ROAS campaigns.

6) **March -2022 / Jun -2025: Almirah**

- ❖ Worked as a Digital Marketing manager. Managed the marketing campaigns from start to finish, including planning, execution, and reporting.
- ❖ Tracked and analyzed marketing campaign results to optimize performance.
- ❖ Create and optimize search and shopping advertising campaigns on Google Ads.
- ❖ Building and improving sponsored campaigns on various social media platforms: Meta, Snapchat, TikTok,
- ❖ Monitor and improve the performance of sponsored campaigns according to the company's objectives
- ❖ Managed and optimized online advertising campaigns, including pay-per-click (PPC), Google, Meta, and TikTok display advertising, and retargeting efforts
- ❖ Conduct market research and identify digital marketing trends and insights within the e-commerce sector.
- ❖ Managed and carried out digital advertising actions, including pay-per-click campaigns - Google, Meta, and TikTok - to improve visibility and increase traffic to convert.