

Jawad Afsar Khan

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Dynamic professional with a Bachelor of Business Administration (BBA) in Human Resources, backed by diverse experience in administrative roles, customer support management, and digital marketing. Proven expertise in leading chat support teams, optimizing SEO strategies, and creating high-converting AI-powered ad campaigns. Combines strong HR knowledge, customer service leadership, and data-driven marketing skills to enhance operational efficiency and business growth.

Experience

2022– 2024

Manager | SHJ International | Lahore, Pakistan

- Team Management – Hiring, training, and monitoring agents to meet KPIs (response time, CSAT scores).
- Customer Experience – Handling escalations, ensuring quality, and implementing feedback.
- Process Improvement – Automating workflows (chatbots, canned responses) and analyzing performance metrics.

2024 –2025

SEO Expert & AI Ad Creator | Freelancing| Lahore, Pakistan

- Launched an AI-generated video series with SEO-optimized captions, driving a 35% increase in organic search traffic to the video landing pages.
- Used ChatGPT to analyze SERP data and generate video scripts, resulting in 10+ featured snippets for targeted queries.

Skills

- Customer Support Management (Chat/Email Support, Team Leadership)
- SEO & Digital Marketing (On-Page/Off-Page SEO, Keyword Research, Google Analytics)
- AI Ad Creation & Automation (ChatGPT, Midjourney, Google/Meta Ads)
- HR & Administration (Employee Coordination, Process Optimization)

Education

JAN 2020

Bachelor of Business Administration | University of Lahore | Lahore, Pakistan

HR • Human Resources