

Asmara Saqib, MA

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Digital Marketing Executive

ABOUT ME

Experienced Digital Marketer specializing in managing paid activations across social media platforms. Expert in campaign setup, tracking, optimization, and creative asset management. Skilled in day-to-day campaign optimization, pacing, and reporting against key metrics. Proven ability to design effective Paid Social strategies, collaborate with media vendors, and stay ahead of industry trends. Strong track record of working with cross-functional teams to generate actionable insights and drive measurable results.

CORE AND TECHNICAL SKILLS

- Performance Marketing
- Lead generation
- Market research
- SEO/SEM
- PPC Campaigns
- A/B testing
- ROI optimization
- Google analytics
- Ads manager
- WordPress
- Figma
- Adobe XD
- Meta Spark
- Media planning
- Project management

EXPERIENCE

Digital Media Planner, Oktent Media, Lahore, Pakistan | Aug 2022 – Sept 2023

- Lead day to day operations for paid marketing channels including paid search, social and affiliate, ensuring high ROI and stakeholder alignment.
- Utilize analytics to track performance and make data-driven decisions to improve marketing efforts.
- Develop and manage comprehensive marketing campaigns to nurture leads and retain customers.
- Optimize PPC campaigns to achieve reduction in Cost Per Acquisition (CPA) and enhance the cost effectiveness of the marketing budget.
- Manage website and user experience to improve search engine ranking and drive traffic.
- Work closely with cross functional teams - coordinate digital marketing efforts to ensure brand consistency, leading to improvements in campaigns.
- Craft and execute affiliate strategies aligned with business objectives to optimize conversion rates, fostering a fast-paced entrepreneurial environment.

Digital Media Manager, Rite Car LLC, Maryland USA | Jan 2022 – Aug 2022

- Analyze campaign performance using Google Analytics, providing strategic insights to drive growth and finance-related decisions for stakeholders.
- Collaborate with internal teams to create campaign briefs, ad campaign and ad copy, providing innovative recommendations based on data analysis.
- Conduct comprehensive market research to influence strategic decisions, know more about competitors and consumer demand.
- Track and report on digital marketing metrics, provide regular performance update to stakeholders.
- Monitor and develop accurate budget forecast for each campaign, covering cost for creative development, media buying and other expenses.

Social Media Manager, iTitians, Florida, USA | Dec 2020 – Jan 2022

- Analyze key metrics, enable strategic adjustments in marketing strategies resulting in impressive increase in conversion rates over a period of time.
- Provide integral support to the cross functional teams during the execution of rebranding initiatives and other activities.
- Manage monthly communication calendar to deliver marketing and customer messages.
- Utilize CRM system to streamline campaign workflow, create automation and improve efficiency.
- Conduct competitor analysis to identify trends and industry's best practices.

EDUCATION

Masters in Interactive Media Practices, University of Westminster, London, UK | Sept 2023

Bachelors in Media Studies, Forman Christian College, A Chartered University, Lahore, Pakistan | Oct 2020