



Raheel Ahmed

AI-Powered Social Media Specialist & Digital Marketing Expert

Results-driven Digital Marketing Specialist with 10+ years of experience in social media management and marketing, paid advertising, content creation, and brand management. Skilled in managing and scaling digital campaigns across Facebook, Instagram, LinkedIn, Twitter, and Google Ads to generate leads, increase sales, improve audience engagement, and boost online visibility. Experienced in using modern AI tools, content automation, CRM systems, and advanced marketing strategies to streamline workflows and improve campaign performance. Proficient in creating high-quality social media content, graphic designs, video editing, email marketing, and WhatsApp marketing campaigns. Strong expertise in social media management, analytics, SEO optimization, branding, and client communication. Capable of handling multiple projects simultaneously including campaign planning, content scheduling, reporting, website updates, and digital growth strategies for businesses across different industries.

STRENGTHS & SKILLS

PERSONAL SKILLS

- ✓ Time Management
- ✓ Multitasking & Flexibility
- ✓ Integrity & Reliability
- ✓ Passion & Self-Motivation
- ✓ Decision Making
- ✓ Analytical Skills
- ✓ Positive Attitude
- ✓ Critical Thinking
- ✓ Troubleshooting Skills
- ✓ Strong Work Ethic
- ✓ Communication Skills
- ✓ Fast Learner / Adaptability

AI

- ✓ AI Content Creation
- ✓ AI Image & Video Generation
- ✓ AI Agents & Automation
- ✓ AI Prompt Optimization

Web & Technical

- ✓ WordPress Website (CMS)
- ✓ Setup & Management
- ✓ Web Page Maintenance
- ✓ HTML5 & CSS3
- ✓ PHP & MySQL
- ✓ cPanel Management
- ✓ Microsoft 365 (Mail)

GRAPHIC DESIGN

- ✓ Brand Profile & Identity
- ✓ Digital Media Designs
- ✓ Print Media Designs

EDITING

- ✓ Video & Audio Editing

APPLICATIONS

- ✓ ERP/CRM Expertise

DIGITAL MARKETING

- ✓ Social Media Marketing
- ✓ Search Engine Marketing
- ✓ WhatsApp Marketing
- ✓ Influencer Marketing
- ✓ Marketing Automation
- ✓ Email Marketing (Mailchimp)
- ✓ A/B Testing & AD Optimization
- ✓ Analytics & Reporting

SEO

- ✓ Target Audience Analysis
- ✓ Keyword Research & Planning
- ✓ Technical & On-Page SEO
- ✓ SEO Audit & Reporting

SOFTWARE

- ✓ Photoshop & Canva
- ✓ Microsoft Office

EXPERIENCE 5+ YEARS

| | | |
|---|------------------|----------------------------------|
| Pro E Solutions LTD. | 5+ years | Oct 2020 - Jul 2026 |
| AI-Powered Social Media Specialist & Digital Marketing Expert | | |
| ABN Overseas Education (PVT) LTD. | 2.3 Years | Jun 2018 - Sep 2020 |
| Digital Marketing Manager | | |
| ETSUM Engineering (PVT) LTD. | 3.6 years | Nov 2014 - May 2018 |
| Social Media Manager & Digital Marketing Assistant | | |
| Virtual Software House (Uni internship) | 1 year | Oct 2013 - Oct 2014 |
| PHP Developer, My SQL, Web designing | | |
| Working as a Freelancer (International) | 5+ years | Feb 2021- 2026 (Continue) |
| Social Media Manager & Digital Marketing Expert | | |

CONTACT INFO

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ACADEMICS

BSIT (Hons) | 2010 - 2015 | 2.99 CGPA
 Virtual University of Pakistan, Lahore

(PGD) Diploma in IT | 2011 - 2012 | 83%
 Punjab Board of Technical Education

CERTIFICATIONS

- Microsoft Certified Solutions Expert
- Cisco Certified Network Associate

COURSES

- Social Media Marketing
- Search Engine Marketing
- Search Engine Optimization
- Graphics Designing
- Web Development (CMS)
- Computer Networking

AWARDS

- Employee of the year | 2017

INDUSTRIES

- Marketing
- Information Technology

FUNCTIONAL AREA

- Digital Media Marketing
- Creative Design & Branding

LANGUAGES

- English - Fluent
- Urdu - Fluent
- Punjabi - Native

HOBBIES

- Learn New Skills
- Digital Marketing Research
- AI Tools Exploration

WORK HISTORY

Pro E Solutions LTD.

OCT 2020 - Jul 2026 (Continue)

AI-Powered Social Media Specialist & Digital Marketing Expert

Shadman, Lahore, Pakistan

- Utilised AI tools to create high-quality graphics, images, reels, stories and promotional videos optimised for Facebook and Instagram campaigns.
- Applied AI-driven data analysis to interpret campaign performance, audience behaviour and engagement patterns for smarter decision-making.
- Used AI to compare and evaluate all key ad performance factors – creatives, copy, targeting, placements and bidding – identifying winning combinations and eliminating underperformers.
- Implemented AI insights and predictive analytics to increase conversion rates, follower growth and lead generation continuously.
- Generated compelling ad copy, captions and hashtags using AI content tools, aligned with brand voice and campaign objectives.
- Planned, launched and optimised Facebook and Instagram paid ad campaigns to drive brand awareness, audience growth and high-quality lead generation.
- Managed end-to-end Meta Ads Manager operations including audience targeting, A/B testing, budget allocation and bid strategy.
- Built and managed lead generation funnels using Facebook Lead Ads, retargeting and custom/lookalike audiences to maximise conversions.
- Tracked and reported on key metrics – CPL, CPC, CTR and ROAS – to continuously improve ad performance and optimise ad spend.
- Managed multi-platform social media accounts including Facebook, Instagram, LinkedIn, Twitter, Pinterest and YouTube to grow brand presence and engagement.
- Designed and managed digital media campaigns and PPC advertising aligned with business goals and KPIs.
- Maintained and optimised websites for improved SEO rankings using data analytics.
- Identified emerging marketing trends and opportunities for innovation and business growth.
- Collaborated with the Marketing Manager, internal teams, clients and partners on overall marketing strategy.
- Created and presented marketing performance reports with actionable recommendations to stakeholders.

ABN Overseas Education (PVT) LTD.

Jun 2018 – Sep 2020 (2 Years)

Digital Marketing Manager

DHA phase 5, Lahore, Pakistan

- Manage social media paid advertisement (Facebook, Instagram, Twitter, LinkedIn, Pinterest)
- Manage Search engine paid advertisement (Display & Search Ads).
- Expert in Pay-per-click (PPC) campaigns & maintain good CTR around 3%.
- Created Post Engagement ads with an average of \$0.01 per engagement
- Created Page Likes ads with an average of \$0.01 per Page like
- Expert in lead generation campaign (Generate maximum leads with a limited marketing budget.)
- Run the remarketing campaign and successfully generate maximum leads.
- Create Lookalike audience in FB and get the best results.
- Proved lead generation from both social media & search engine marketing
- Increase social media followers, engagement & Facebook page Edge Rank
- Manage all social media accounts and noticeably increased the presence of social media accounts & keep the social media updated daily.
- Increased organic traffic to the current employer's website 40% via social media strategy.
- Develop marketing programs and successful promotions tied to current trends, holidays, seasons, etc.
- Tracked and maintained ROI numbers, and carefully created reports for effective presentation.
- Make reports of each campaign for the company to keep track of budgeting.
- Worked with the marketing team to help strategize and execute promotional materials and social media contests, often through Promoted Posts & Tweets.
- Updated customer personal information in the company's database and informed them about new events by email newsletter, SMS and WhatsApp.
- Do Email Marketing for the company using MailChimp.

- Do WhatsApp Marketing for the company.
- Develop new websites for company recent projects and Manage company websites.
- Sometimes design creative & do video editing for paid marketing.
- Do SEO of Company website and also establish the company in local search.
- Manage 3 recent projects of the established company and manage their non-paid and paid campaigns.
- Independent Built the business from the ground up and reached profitability within 3 months of client acquisition.

ETSU ENGINEERING (PVT) LTD.

Nov 2014 - May 2018 (3.6 Years)

Social Media Manager & Digital Marketing Assistant

Shadman, Lahore, Pakistan

- Managed social media accounts and digital marketing activities for multiple clients across Facebook and Instagram.
- Created engaging content, captions, and daily social media posts to increase audience engagement and brand awareness.
- Designed social media graphics, banners, flyers, logos, and promotional marketing materials for client campaigns.
- Ran and optimized Facebook and Instagram paid advertising campaigns for lead generation and business growth.
- Performed social media optimization and basic SEO improvements to improve online visibility and reach.
- Updated website content, banners, landing pages, and handled light CMS website editing for client businesses.
- Managed domain hosting, DNS settings, website backups, and hosting configurations for multiple websites.
- Managed client business emails, email setup, and professional communication systems.
- Executed WhatsApp marketing and email marketing campaigns using Mailchimp.
- Managed customer leads, marketing workflows, and communications through CRM systems.
- Coordinated and managed large expo marketing campaigns for employee hiring and business promotions.
- Communicated with clients to understand project requirements and deliver effective marketing solutions.
- Managed multiple client projects simultaneously while ensuring timely delivery and quality work.
- Monitored campaign performance and prepared marketing reports to improve overall results.

Virtual Software House

Oct 2013 - Oct 2014 (1 Year)

PHP Developer, My SQL, Webdesign

54 Lawrence Road, Lahore, Pakistan

- Write business requirements and technical specification documents.
- Create website layout/user interface by using standard HTML/CSS
- Design and develop relational database systems and their web interfaces.
- Integrate data from various back-end services and databases
- Perform coding to written technical specifications.
- Fix application issues and code irregularities.
- Correspond with and report to project supervisor.
- Develop web page infrastructure and application related to pages with more advanced features.
- Set up and maintained a Linux-based hosting and managed all site services.
- Managed DNS, Email, FTP, shell accounts, SQL databases, site security and site backups.
- Designed, developed, and tested all modules & their enhancements with QA team.

Working as a Freelancer

FEB 2021- Continue

Social Media Manager & Digital Marketing Expert

(International)

- Manage social media accounts for multiple clients across Facebook, Instagram, LinkedIn, and other platforms
- Create engaging social media content, captions, and marketing strategies to increase brand awareness
- Design social media posts, banners, flyers, logos, and promotional creatives for client campaigns
- Run & optimize paid advertising campaigns on FB and Instagram for lead generation, engagement, & conversions
- Perform social media optimization and SEO strategies to improve online visibility and reach
- Schedule and publish daily content while maintaining a consistent brand identity
- Communicate with clients to understand project requirements and provide marketing solutions
- Handle client meetings, reporting, and campaign performance updates
- Manage multiple projects simultaneously while meeting deadlines and quality standards
- Collaborate on branding, marketing, and digital growth strategies for businesses
- Monitor campaign analytics and optimize content performance based on insights
- Support website content updates and digital marketing activities for client businesses