



ARSLAN SHAHBAZ

Personal Information

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PROFILE

1 years of experience in Digital marketing, including SEO, Content Writing, Wordpress, Social media advertising, Guest posting, Pdf, Logo designing, Illustrator and copy pasting. proven track record of increasing website traffic and conversation . Strong understanding of industry trend and the best practice. experience with popular marketing tools such as a google analytics, Adwords, and Hootsuite in creating and executing successful digital marketing campaigns. Strong analytics skills and ability to measure and report on campaigns performance.

➤ EDUCATION

F.A

DIGITAL MARKETING

- Managed and executed successful digital marketing campaigns, resulting in a 20% increase in website traffic and a 15% growth in social media engagement.
- Developed and implemented a comprehensive content marketing strategy, resulting in a 30% increase in organic search traffic and a 25% rise in lead generation.
- Utilized Google Analytics to analyze website metrics and user behavior, identifying areas for improvement and implementing data-driven optimizations that resulted in a 10% increase in conversion rates.
- Collaborated with cross-functional teams to create engaging social media content, resulting in a 50% increase in followers and a 20% boost in brand awareness.

➤ STRENGTHS

Social media expertise, Social media management
Seo expertise,

➤ SKILLS

DIGITAL MARKETER.

90%

SEO EXPERT.

85%

CONTENT WRITER.

80%