

Muhammad Azam Ifhan
S/O Mazhar Iqbal

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Address : Islamabad, PAK
Nationality : Pakistani
DOB : November, 21, 1988
Current Location : Islamabad, PAK
Marital Status : Married

Education:

Matriculation	2006
F.G Quad-e-Azam Secondary School	
Inter in Commerce	2008
Punjab College of Commerce	
BBA Bachelor In Business administration	2012
Mohammad Ali Jinnah University (M.A.J.U), Islamabad, Pakistan.	

Career Objective:

Digital Marketing Professional Organizations are investing more in organic, customer-first marketing, including personnel, and that means there are plenty of opportunities for growing career. Being able to leverage data and insights to create compelling, easily findable content that brings measurable value to the customers is the way of the future, so developing the skills and finding the right tools to succeed is essential.

Work Experience (7+ YEARS).

AMZ Automation Australia May to Aug 2020

Creating Facebook Ads, Build Audience, Ecommerce website

- Creating Facebook Ads
- Managing different dropshipping stores campaigns
- Managing different ad accounts
- Develop social media strategies for getting maximum sales
- Proven record of sales via CBO and ABO campaigns

Esthetic Sense Pakistan 1st Dec to June 2020

Creating Facebook Ads, Build Audience, Ecommerce website

- Develop Social Media Strategies for Esthetic Sense Pakistan company page
- Create targeted ads to get maximum sales
- Building a sales funnel and content writing for social post
- Facebook Pixel ads for monitoring website traffic activities
- Using social media tools for social pages
- Handling Wordpress Ecommerce Website
- Handling Social media activities on social platforms, like facebook, instagram, YouTube etc.
- Create Google Ads

Jumpstart Pakistan PVT Ltd Aug 1st 2019 to Dec 2019**Creating Facebook Ads, Seo, Build Audience**

- Develop a social media strategy for running project.
- Using different techniques to get jumpstart Pakistan website on the top of Google
- Search engine, use organic method to generate traffic.
- Focusing on general attendees, startups, and SME's for getting maximum registration for LIFT Pakistan Entrepreneurial Conference 2019.
- Creation of proposal and research on topic when required.
- Use Landing Pages in Promotion to get maximum attention from audience.
- Use different social media channel to boost up the company presence.
- Creating Proposals

Digital Marketing Expertise March, 2016 to Mar, 2019**Creating Facebook Ads Marketing Strategy, arranging of stock, demands of customer 2016 to present)**

Responsible for handling different project regarding cloths and generating sales using different social media channels deep analysis and research on trends. Develop social media marketing plan and proposed new strategies for different brands

- Searching new clients and making new strategies for both project one for kids cloths And the other for ladies cloths.
- Expert in online selling products via Facebook advertisement and get 10% increase in sales From previous year.
- Focusing on customer's need, want and demand.
- Creating Facebook ads using demographic segmentation, gender segmentation, area's To select the best match for the product.
- Before creating ads I use to prefer insight audience to reach at the targeted customer.
- Devised content strategies and keywords research on for better results
- Up to date with new selling techniques of digital marketing.
- Research on competitors and their social media channels.
- Taking customer's feedback regarding stuff and delivery.
- Social media results 80% increase in post engagement page likes, video views
- Searching new vendors for better quality product in the market.
- Up to date with courier companies regarding parcels.

Civil Society of human Institutional Development Programme, Pakistan**Procurement Coordinator, (Dec 2014, Mar 31, 2015) (Administration, Warehouse Record Keeping,)**

- Done administrative task and procurement of different projects and logistics control

Archive Technologies Pvt Ltd, Pakistan**Admin & IT Officer, (Oct, 2013-May 2014) (Administration, Warehouse Record Keeping, Daily Expense Report)**

- Done every administrative duties under the company policy

JZK Enterprise**Admin Officer (15, Aug 2012 -06 Sep, 2013)**

- Administrative task regarding daily office routine work
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Projects:

- Ladies Cloths Selling Online using social media channel
- Kids Cloth
- Dermalogica Pakistan
- Element Leather Sales online
- LIFT Pakistan Conference
- Jumpstart Pakistan

Research:

- Impact of Employee Satisfaction and Knowledge Management on Customer Retention.
- Factors that Influence Attitude toward Behavior of Digital Piracy.
- Recruitment issues in Government and Private Sector.

Key Strengths:

- Flexible work nature. Team Player.
- Keen and quick learner, focused on work, extremely hardworking.
- Staying ahead with technologies.

References:

References and contacts can be furnished upon request.