

Sarmad Saeed Akram

Digital Marketing Manager

I help businesses build their online presence through the latest marketing trends.



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Islamabad, Pakistan

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WORK EXPERIENCE

Digital Marketing Manager Eikon7

08/2021 - Present

E-11/3, Islamabad, Pakistan

Responsibilities/Tasks

- SEM, PPC Advertising, Social Media Advertising, Display Advertising, Email Marketing, Content Management, Social Listening Platforms.
- Team lead Social Media Marketing. B2B Lead Generation.

Paid Marketing Specialist D4 Interactive

06/2020 - 07/2021

Bahria Phase 4, Islamabad, Pakistan

Responsibilities/Tasks

- PPC Advertising across Google & Bing. Facebook & Instagram Ads.
- Landing Page Optimizations, Content Management, Advanced Google Analytics, Conversion Tracking.

PPC Advertising Executive Boomboom Gadgets

03/2019 - 05/2020

PWD, Islamabad, Pakistan

Responsibilities/Tasks

- PPC Advertising across Google & Bing. Remarketing & Shopping Ads.
- Google Merchant Center Product Feed Management & SEO.

PPC Advertising Expert Fiverr & Upwork

01/2018 - 06/2021

Islamabad, Pakistan

Achievements/Tasks

- As a Freelancer worked on multiple projects in different niches i.e E-commerce, SaaS Products, Real Estate, and Services Based Businesses.
- Successfully Completed 230+ PPC projects on Fiverr as a Level 2 Seller.

Management Information Systems Institute of Rural Management

03/2018 - 04/2019

Chak Shahzad, Islamabad

Responsibilities/Tasks

- Development of in-house ERP data solutions for HR, Finance, Admin & Schools. ASP.Net, Node.js, Mongo DB, MySQL. Database Management.

IT Department - Intern Zong CMPak

06/2017 - 09/2017

Chak Shahzad, Islamabad

Achievements/Tasks

- Involved in the development of in-house ERP solutions. ASP.Net, MySQL, Angular 4.

Business Intelligence - Intern Jazz - Mobilink

06/2016 - 09/2016

F-8, Islamabad

Achievements/Tasks

- Commercial Business Intelligence/Data Warehousing. MicroStrategy, Tableau, Power BI, Teradata-SQL, Qlik Sense.

SKILLS

Pay Per Click Advertising

Search Engine Marketing

Digital Marketing

Lead Generation

Content Management

Social Media Marketing

Business Development

EDUCATION

BS Computer Science

Comsats University Islamabad

02/2013 - 02/2018

Islamabad, Pakistan

CERTIFICATIONS

Google Ads Search Certification
(06/2020 - Present)

Google Ads Display Certification
(06/2020 - Present)

Shopping Ads Certification
(06/2020 - Present)

Google Video Ads Certification
(07/2020 - Present)

Advanced Google Analytics Individual
Qualification (08/2020 - Present)

LANGUAGES

English

Full Professional Proficiency

Urdu

Full Professional Proficiency

ACTIVITIES & INTERESTS

Exercise/Jogging

Traveling & Exploring

Photography

Book Reading