

Abdul Wahab

Digital Marketing Manager

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Objective:

Results-driven and innovative Digital Marketing professional with 2 years of experience in creating and implementing successful digital marketing strategies. Adept at leveraging a mix of SEO, content marketing, and social media to drive brand awareness, engagement, and lead generation. Seeking an opportunity to contribute expertise to a dynamic marketing team.

Professional Experience:

PR & Marketing Manager | Global News Pakistan | Islamabad | Oct 2022 to Oct 2023

As the PR and Marketing Manager at Global News Pakistan, I played a pivotal role in steering comprehensive public relations and marketing strategies for one of Pakistan's leading media organizations.

- **Strategic Campaign Management:**
 - Formulated, executed, and oversaw integrated PR and marketing campaigns, aligning strategies with organizational goals and market trends.
 - Collaborated cross-functionally with internal teams to ensure cohesive brand messaging across various channels, optimizing campaign impact.
- **Media Relations:**
 - Established and nurtured robust relationships with key media outlets, journalists, and industry influencers to maximize positive coverage.
- **Content Development:**
 - Spearheaded the development of high-impact content for press releases, articles, and promotional materials, maintaining a consistent and compelling brand narrative.

- Ensured content alignment with journalistic standards, garnering attention, and interest from diverse audiences.
 - **Digital Marketing:**
 - Directed digital marketing efforts, leveraging social media platforms and online channels to expand the organization's online presence.
 - Developed and executed social media campaigns, optimizing engagement, and fostering a dynamic online community.
 - **Event Management:**
 - Coordinated logistics, managed vendor relationships, and ensured seamless event execution within defined budgets.
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Digital Marketing Specialist | iSkills | Islamabad | October 2021 to October 2022

As a Digital Marketing Specialist at iSkills Islamabad, I've been instrumental in driving the organization's digital presence and outreach strategies.

- **Strategic Campaign Management:**
 - Developed and executed comprehensive digital marketing campaigns, resulting in a 40% increase in website traffic and a 25% growth in program enrollment.
- **SEO Optimization:**
 - Led initiatives to enhance the organization's search engine visibility through effective SEO strategies, resulting in a 30% improvement in keyword rankings and organic traffic.
- **Social Media Engagement:**
 - Managed and grew the organization's social media presence across platforms, implementing targeted campaigns that led to a 50% increase in social media engagement.
- **Content Creation:**
 - Produced high-quality and engaging content for various digital channels, including blog posts, social media posts, and email campaigns, contributing to a 20% increase in online audience engagement.

- **Digital Skills Training Programs:**

- Assisted in the development and promotion of digital skills training programs, collaborating with internal teams to ensure effective program messaging and participant recruitment.

- **Client Interaction:**

- Interacted with clients, addressing their digital marketing needs and providing insights into effective strategies to achieve their business goals.

- **Professional Development:**

- Stayed abreast of industry trends and digital marketing best practices, participating in relevant webinars, workshops, and conferences to enhance skills and knowledge.

- **Team Collaboration:**

- Worked collaboratively with cross-functional teams, including content creators, designers, and developers, to ensure cohesive and impactful digital marketing campaigns.

- **Community Engagement:**

- Engaged with the local community through online forums and events, establishing iSkills Islamabad as a prominent player in digital skills development.

Education:

Master's degree, Communication & Media Studies September 2019 to September 2021

Hazara University | Mansehra, Pakistan

Grade: 3.36 out of 4

Certifications:

- **Digital Marketing and Advertising.**
 - **Google Ads Certification**
 - **Social media Marketing Professional Certificate**
 - **SEO & Digital Marketing**
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