

# H A S A N R E H A N

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Visa Status: Own Visa 2 Years | Dubai-UAE



## SKILLS

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- Google Ads, Meta Ads, LinkedIn Ads, Tiktok Ads, Twitter Ads.
- Social Media Management - Facebook / Instagram / Twitter / LinkedIn.
- Email Marketing - Mailchimp / Brevo / AWeber
- Search Engine Optimization (SEO) - On-page / Off-page
- Google Analytics / Google Tag Manager / Search Console.
- Data Analysis & Reporting
- Content Marketing
- Conversion Rate Optimization (CRO)
- CRM Systems (e.g., Salesforce, HubSpot)
- Lead Generation Strategies
- E-commerce
- Website Development - WordPress / HTML / CSS / Shopify.

## EXPERIENCE

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### ***APIL Properties, • Digital Marketing Specialist***

*2 years*

- Developed and implemented digital marketing strategies that increased lead generation by 45% YoY.
- Managed paid ad campaigns (Google Ads, Facebook Ads) with an average conversion rate improvement of 35%, optimizing CPL and ROI.
- Optimized SEO for property listings and company website, resulting in a 50% increase in organic traffic and improved SERP rankings.
- Enhanced the company's social media presence, growing followers by 40% and increasing engagement by 30% through targeted campaigns and interactive content.
- Conducted A/B testing on landing pages and email campaigns, improving conversion rates by 25% and lead quality by 20%.
- Collaborated with the sales team to ensure effective lead nurturing through CRM and email marketing automation, reducing lead response time by 50% and increasing conversion rates.
- Analyzed web traffic and campaign performance, providing actionable insights that resulted in a 20% decrease in cost per lead.

**Connect US, • Digital Marketing Specialist**

*2 Years*

- Managed Google Ads for 12 companies, driving a 30% increase in website traffic and a 20% boost in conversions.
- Oversaw all aspects of business marketing operations and ad campaigns, achieving a 5% web traffic surge within 4 months.
- Enhanced click rates by 20% through SEO optimization for 15 companies spanning diverse sectors, including legal, technical,
- Business, pets, automotive services, and real estate.
- Executed Facebook ads for 6 companies, resulting in a 25% spike in website traffic and a 15% increase in conversions.
- Developed and executed major Facebook, Tiktok, LinkedIn, Twitter, Google, YouTube, and web campaigns within budget and scope of online objectives.
- Maximized cost-effective operations, continually evaluating spending for efficiency.
- Established processes and protocols for campaign measurement to optimize results.
- Analyzed data from 80 websites using Google Analytics, leveraging insights to enhance overall web traffic
- Defined, developed, and implemented marketing strategies to automate and measure target audience movement..

## **EDUCATION AND CERTIFICATIONS**

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**Virtual university of Pakistan, • Bachelor of Information Technology**

*2019*

- Google Certified Google Ads Specialist
- Google Certified SEO Specialist
- UC Davis Certified SEO Specialist