

MUBEEN

DIGITAL MARKETING STRATEGIST

CONTACT DETAILS

 m.mubeenbahoo@gmail.com

 +92 321 6036 785

EDUCATION

- MPM (2016)
SZABIST Islamabad
- MBA (2011)
Bahria University, Islamabad
- B. Com (2008)
University of Punjab

CERTIFICATIONS

- Fundamentals of Digital Marketing
- Google Display Ads Certification
- Meta Certified Digital Marketing Associate

COMPETENCE

SOCIAL MEDIA (SMM)

- SM Strategy development
- SM Advertising (Facebook Ads, Instagram Ads, LinkedIn Ads)
- SM Management and analytics (Hootsuite, Sprout Social, Buffer)

As a seasoned digital marketer and trainer with a proven track record of success. Skilled in social media, PPC, content marketing, branding, and strategy optimization. Generated leads for 50+ businesses on Google, Meta, and other related platforms, driving traffic and increasing conversions. Passionate about empowering colleagues and peers to expand their digital marketing capabilities. Committed to helping businesses thrive in the competitive online marketplace with extensive knowledge and expertise.

PROJECTS

Digital Marketing Manager Dr. Kaz Clinic UK

A UK-based cosmetic surgeon and aesthetic medicine clinic offered various invasive and non-invasive procedures, including liposuction, facelifts, Botox, and dermal fillers. The client was dissatisfied with the existing campaign, which aimed to increase awareness and product sales through the clinic while targeting a wide audience. However, the ad copy violated Meta policies for ads. Our campaign refined the target audience and matched them with specific interests, improved ad creatives focusing on the benefits of anti-aging products, utilized retargeting and regular ad analytics review to adjust campaigns and ad timings and offered discounts on product purchases and consultation services. The result was an increase in impression numbers, campaign reach, CTR, conversion rate, and engagement rate while maintaining a low CPC and achieving a 5x ROAS.

Keywords – Content Creation – Canva – Lead Gen- Growth

Social Media Strategist Tavii Life

A US-based e-commerce store specializing in multivitamins aimed to improve visibility, engagement, and sales with a broad audience. Their successful strategy incorporated refining the target audience, specific interest matching, high-quality ad creatives, regular analytics review, and offer optimization. With a focus on Google and Facebook campaigns, they achieved an impressive 6% CTR, 7x ROAS, and 5% engagement rate. These results were due to their refined audience targeting, ad creative development, analytics review, and offer optimization skills. As a result, Taviilife achieved increased sales, improved brand visibility, and greater engagement with the target audience.

Video Content- Carousel Ads – Authentic Reviews – SMM Campaigns

PAY PER CLICK (PPC)

- Google Ads (Search, Display, Shopping)
- Bing Ads
- Meta advertising (Taboola, Outbrain)

CONTENT MARKETING

- Content Strategy
- Copywriting
- SEO optimization
- Blogging
- Email marketing

BRANDING

- Brand strategy
- Brand identity design
- Reputation management

STRATEGY OPTIMIZATION

- A/B testing and experimentation
- Conversion rate optimization
- Web analytics (Google Analytics, Google Data Studio)
- Customer journey mapping

BUSINESS ANALYST

- Requirements Gathering
- Business Process Analysis
- Data Analysis
- Stakeholder Management
- Business Case Development
- Project Management
- Solution Assessment and Validation

Digital Marketing Trainer Canadian Educare System

Canadian Educare System an Islamabad institute, offered various training courses including IELTS, PTE, and Digital Marketing. As a digital marketing trainer, my main objective was to educate and train students on the latest digital marketing trends and practices, including social media marketing, PPC advertising, content marketing, and branding strategies. I also played a crucial role in developing the institute's digital marketing curriculum, keeping it up to date with the latest trends and technologies in the industry. My dedication to staying on top of the latest developments in digital marketing has helped the institute maintain its reputation as a leading educational institution in the region. Overall, my experience as a digital marketing trainer at the institute has allowed me to hone my skills as an educator and professional in the field of digital marketing, while also making a significant impact on the growth and success of numerous students and businesses.

Authentic Reviews – SMM Campaigns – CMS- WordPress

Digital Growth & Campaign Manager Mall Of Islamabad

Mall of Islamabad, the best real estate company, mall, aimed to generate high-quality leads and increase reach. Their strategy included refined audience targeting, engaging ad creatives, and regular analytics reviews. They actively engaged with the audience on various social media platforms and ran time-specific paid ads to improve impressions and reach. They achieved a 4% CTR, 6x ROAS, and 3% engagement rate with improved impression numbers, campaign reach, CTR, and conversion rate with a low CPC. The impact of these efforts was an increase in website traffic, improved brand awareness, and better engagement with the target audience.

Authentic Reviews – SMM Campaigns – CMS – WordPress

Social Media Manager Exotic Dad

Exotic Dad is a US-based e-commerce store that specializes in selling cages for parrots and different unique items for birds. Being a rare brand, their objective was to increase brand awareness, engagement, and sales with their target audience. The store refined their audience targeting, developed a campaign message, and created high-quality ad creatives. They also ran regular analytics review and offer optimization. The store achieved an impressive 5% engagement rate, 4.3% CTR, 7x ROAS, and improved impression numbers, campaign reach, and conversion rate with a low CPC. The success of the campaign was due to the store's skills in audience targeting, ad creative development, analytics review, and offer optimization. As a result, Exotic Dad saw increased sales, improved brand visibility, and greater engagement with their target audience.