



Wasi Abid

Date of birth: 30/06/1998 | **Nationality:** Pakistani | **Gender:** Male |

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WORK EXPERIENCE

Indiana, United States

DIGITAL MARKETING MANAGER CHARLEY GREY -REMOTE

- Led digital marketing strategies at "Charley Grey," an international agency, focusing on SEO, Google PPC, and social media for clients exclusively in the United States and Canada.
- Managed website upkeep for "Charley Grey," ensuring a polished online presence tailored to North American businesses.
- Achieved successful outcomes by optimizing digital campaigns at "Charley Grey," enhancing brand visibility and ensuring client satisfaction in the U.S. and Canadian markets.

15/11/2021 – CURRENT Islamabad, Pakistan

DIGITAL MARKETING SPECIALIST THE MILLENNIUM EDUCATION

- Developed and executed highly targeted Facebook Ads campaigns for lead generation, resulting in a 70% increase in qualified leads.
- Managed Google PPC campaigns, optimizing keywords and ad placements to improve click-through rates and decrease cost per click.
- Conducted in-depth market research and competitor analysis to identify opportunities for campaign optimization and audience targeting.
- Implemented conversion tracking and analyzed campaign data to measure ROI and make data-driven decisions for campaign optimization.
- Collaborated with the creative team to develop compelling ad creatives and landing pages that drove engagement and conversions.
- Monitored campaign performance using Facebook Ads Manager and Google Ads, making data-driven adjustments to maximize results.

Business or Sector Education | **Website** <https://millenniumschoools.edu.pk/>

08/02/2021 – 01/08/2023 Islamabad, Pakistan

DIGITAL MARKETING CONSULTANT - PART TIME PLOTS.PK

- Developed and executed comprehensive digital marketing strategies for a leading real estate marketing company, leveraging diverse platforms including Google Ads, Facebook Ads, TikTok, and Snapchat.
- Orchestrated successful online advertising campaigns, meticulously optimizing targeting parameters to drive targeted traffic and generate high-quality leads.
- Implemented cutting-edge lead generation initiatives, employing rigorous A/B testing and meticulous landing page optimization to maximize conversion rates.

Business or Sector Real estate activities | **Website** <https://plots.pk/>

01/08/2019 – 22/01/2022 Islamabad, Pakistan

HEAD OF DIGITAL MEDIA ROZE TV & DAILY PAKISTAN NEWSPAPER

- Drove a 50% increase in organic website traffic through effective SEO strategies and targeted keyword research.
- Achieved a 70% growth in digital revenue by implementing monetization strategies and forging strategic partnerships.

- Led impactful social media campaigns, resulting in a 60% increase in Facebook and Twitter followers and a 75% boost in engagement.
- Spearheaded a website revamp, improving user experience by 40% through enhanced load times and intuitive navigation.
- Utilized data-driven insights to optimize campaign performance, resulting in continuous improvement and measurable results.

Website <https://dailypakistan.com.pk/>

05/02/2018 – 25/11/2018 Faisalabad, Pakistan

POLITICAL CORRESPONDENT BOL NEWS

Covered General Elections 2018, reporting on political developments and analyzing their impact. Conducted data collection and analysis, providing insights into voting patterns and public sentiment. Produced investigative news stories, exposing corruption and holding political figures accountable.

Website <https://www.bolnews.com/>

● **EDUCATION AND TRAINING**

11/09/2019 – 11/02/2022 Islamabad, Pakistan

MS MEDIA AND COMMUNICATION International Islamic University Islamabad (IIUI)

Website www.iiu.edu.pk/

20/08/2015 – 15/06/2019 Faisalabad, Pakistan

BS (HONS) MASS COMMUNICATION Government College University Faisalabad

Website <https://gcuf.edu.pk/>

GOOGLE ADS CERTIFICATION Google

HUBSPOT INBOUND MARKETING CERTIFICATION HubSpot

INTRODUCTION OF DIGITAL JOURNALISM Reuters Training Course by “Facebook Journalism Project

Website <https://www.facebook.com/journalismproject/training/reuters-digital-journalism-course>

INTRODUCTION TO PUBLIC RELATIONS National University of Singapore

Website <https://www.nus.edu.sg/>

● **DIGITAL SKILLS**

Digital Marketing | Google Ads | Facebook Ads | Twitter Ads | Google Analytics | Social Media | SEO | SEM | Facebook Business Manager | Google Search Console | Google Tag Manager | PPC Advertising | Amazon PPC