



Sharjeel Shakeel

Digital Marketing Specialist

ABOUT ME

An experienced senior marketing leader with 6+ years of success driving strategic marketing initiatives. Skilled in crafting innovative B2B strategies across multiple channels, including SEO, PPC, content, social media, and email. Expertise in driving targeted traffic, nurturing leads, and converting prospects. A vital analytical and data-driven approach, maximizing ROI. Exceptional leadership, communication, and mentoring abilities. Committed to delivering measurable results, boosting lead generation, and enhancing brand visibility. Achievements include a 40-80% increase in lead generation, a 25% revenue boost, and successful product launches.

+923497032131

sharjeelshakeel.work@gmail.com

www.sharjeelshakeel.com

Faisalabad, Pakistan

EDUCATION

BS (IT)

GC University
Faisalabad

EXPERTISE

B2B Marketing Strategy

SEO

PPC

Content marketing

Social Media

email marketing

LANGUAGE

English

Urdu

CERTIFICATIONS

Google Certified

HubSpot Certified

SEMrush Certified

YouTube Certified

WORK EXPERIENCE

Nov 2022 - Present
MaxGo | Pakistan

Digital Marketing Manager

Execute social media campaigns across multiple platforms. Create and implement paid ad strategies aligned with marketing goals. Conduct research to understand audience, competitors, and trends. Monitor and analyze campaign performance for optimization. Collaborate with internal teams for compelling ad creatives. Stay updated on digital marketing trends and provide recommendations.

May 2021 - Oct 2022
Torrantal Asia | USA

Digital Strategist

Optimize social media campaigns across platforms to maximize results. Analyze data and metrics to identify areas for improvement. Implement strategies to enhance targeting, engagement, and conversions. Collaborate with cross-functional teams to create impactful ad content. Stay informed on industry trends and emerging optimization techniques. Continuously recommend and implement new strategies for improved campaign performance.

April 2021 - May 2021
New Frontier Systems, Inc | USA

Digital Marketing Manager

Establish sales objectives through forecasting and a structured sales process. Develop annual sales quotas and implement national sales programs. Monitor costs, competitors, and demand to adjust sales prices. Schedule and manage sales team members to meet operational requirements. Recruit, select, and train national sales staff. Utilize freelancers to meet sales quotas. Project sales volume and profit for new and existing products.

Fab 2020 - Aug 2021
Patroids Creative Works | SINGAPORE

Digital Marketing Specialist

Establish sales objectives through forecasting and a structured sales process. Develop annual sales quotas and implement national sales programs. Monitor costs, competitors, and demand to adjust sales prices. Schedule and manage sales team members to meet operational requirements. Recruit, select, and train national sales staff. Utilize freelancers to meet sales quotas. Project sales volume and profit for new and existing products.