

AMIR RAZA

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PROFESSIONAL SUMMARY

Results-driven **Advertising Specialist** with over **two years of experience** in **digital marketing, graphic design, and e-commerce management and Store Development**. Skilled in **developing data-driven advertising campaigns**, optimizing **SEO strategies**, and managing **social media engagement** to boost brand awareness and revenue. Adept at leveraging **Google Ads, Facebook Ads, Shopify, WooCommerce, and WordPress** to execute successful marketing initiatives. Proven track record of **increasing ROI by 30%** and **boosting e-commerce sales by 25%**.

WORK EXPERIENCE

Advertising Specialist

Amzoner Consulting | Karachi, Pakistan

April 2023 – Cont.....

- Developed and optimized **multi-platform digital ad campaigns**, increasing **ROI by 30%** through targeted audience segmentation and A/B testing.
- Improved **click-through rates (CTR) by 25%** by creating compelling ad creatives and optimizing ad copy based on performance metrics.
- Managed **Meta Ads, Google Ads, and TikTok Ads**, ensuring data-driven decisions to maximize engagement and conversions.

Graphic Designer

Amzoner Consulting | Karachi, Pakistan

April 2023 – Cont.....

- Designed logos, banners, and marketing materials, boosting brand engagement by **35%**.
- Created compelling ad creatives, increasing **social media interactions by 40%**.
- Ensured brand consistency across **digital media** through collaboration.

E-Commerce Manager

Amzoner Consulting | Karachi, Pakistan

April 2023 – Cont.....

- Increased **e-commerce sales by 25%** through targeted promotions on **Shopify, WooCommerce, and Daraz**.
- Optimized **Daraz product listings** with **SEO-driven descriptions**, boosting organic traffic and visibility.
- Improved **UX**, leading to a **20% rise in customer retention** and **15% higher conversions**.
- Managed store operations, pricing strategies, and promotional campaigns across multiple platforms.
- Conducted performance analysis using **Google Analytics & Facebook Pixel** to refine sales strategies.

SKILLS

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| • Digital Marketing & Advertising – Google Ads, Meta Ads, | • WordPress Management – Website Optimization, Content Management |
| • Social Media Marketing – Content Strategy, Engagement, Analytics, Sales | • Marketing Strategy Development – Paid & Organic Growth |

- **E-Commerce Management** – Shopify, WooCommerce, Daraz
- **Graphic Design & Branding** – Adobe Illustrator, Photoshop, Canva
- **Data Analytics & Performance Tracking** – Google Analytics, Facebook Pixel

EDUCATION

University of Karachi , Karachi, Pakistan	2023-2024
MSc Petroleum Technology	
University of Karachi , Karachi, Pakistan	2020-2023
BSc (Hons) Petroleum Technology	
Govt Degree College Renala Khurd, Okara , Pakistan	2016-2018
FSc (Pre- Eng.)	
Al-Noor Model High School for Boys 1/1RA, Renala Khurd, Okara , Pakistan	2014-2016
Matric	

PROJECTS & ACHIEVEMENTS

Social Media Ad Campaign – Increased ROI by 30%

- Designed and executed a **high-converting digital ad campaign** that improved **conversion rates by 40%** and reduced **cost-per-click (CPC) by 25%**.

E-Commerce Growth Strategy – Boosted Sales by 25%

- Implemented **SEO-driven content strategies**, increasing organic website traffic by 35% and driving a 25% increase in sales within three months.

Brand Identity Revamp – Increased Engagement by 40%

- Led a **branding overhaul** for a client, resulting in a **40% improvement in social media engagement** and brand recall.

High Converting Shopify store Development

- Built and launched multiple **Shopify stores** for diverse brands with professional and responsive designs.

LANGUAGES

English – Fluent **Urdu** – Native

CERTIFICATIONS

- **WordPress Development** – Digiskills.pk
- **Digital Literacy** – Digiskills.pk
- **Amazon Affiliate E-Commerce Store Development** – Udemy
- **Digital Marketing Fundamentals** – Hunarmand Kamyab Jawan Program
- **Social Media Marketing Certification** – LWE (Learning with Earning)
- **Video Editing & Production** – LWE (Learning with Earning)
- **Graphic Design Mastery** – Adobe Illustrator, Photoshop (Jawan Pakistan)