

# Umair Ayub

## Digital Marketer

### Contact Me

LinkedIn Profile:

<https://bit.ly/3FsWsQf>

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Location: Islamabad

### Skills

- Facebook Ads & Google Ads
- SEO
- Social Media Planning
- Branding
- Team Management
- MS-Office
- Communication & Presentation Skills
- Problem Solving
- Trello & Slack

### Certifications

- **Digital Marketing**  
(<https://bit.ly/3AwGwf6>)
- **Content Marketing**  
(<https://bit.ly/3QPODbD>)
- **Advanced Facebook Advertising**  
(<https://bit.ly/3A6Tte4>)
- **SEO**  
(<https://bit.ly/3c0kDLu>)

### Nexus Technologies

#### Digital Media Manager

Nexus Technologies

*Sept 2022 to Date*

- Managing digital media department.
- Development of SMM, Paid Media & Organic Media strategy for clients.
- I am responsible to create digital presence of brands (branding) through Meta ads and content creation.
- Oversee and direct content creation and marketing teams.
- Conduct bi-weekly and monthly meetings with clients.
- Evaluate teams performances on monthly basis.

#### Media Buyer

DMK Global, Netherlands (Remote Operations)

*January 2020 to Mar 2022*

- Proficiently contributed to social media marketing strategy by leveraging social media focusing on Facebook, and Tiktok.
- Obtained market share by developing social media advertising plans and programs for each product and directing promotional support which resulted in optimal results.
- Conscientiously developed social media content plans aligned and consistent with the company's brand identity.
- Expertly created and managed paid campaigns on Facebook and Tiktok.

#### Marketing Assistant

Careem (Islamabad)

*May 2018 – December 2019*

- Skillfully designed and implemented marketing plans.
- Helped company in various promotional campaigns.

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## Education

### **Bachelor of Business Administration (Hons)**

Institution: Riphah International University

*Year of Graduation: 2017*

- Majors in Marketing