

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.

Umair Ayub

Digital Marketer

Education

Bachelor of Business Administration (Hons)

Institution: Riphah International University

Year of Graduation: 2017

- Majors in Marketing