

BILAWAL MIRZA

Digital Marketing Specialist

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SUMMARY

Passionate and results-driven Digital Marketing Specialist with over 4 years of experience in executing ROI-driven campaigns. Expert in lead generation, social media management, and online advertising with a strong background in data-driven strategies. Proven track record of boosting ROI, increasing leads, and expanding brand visibility. Ready to drive growth and deliver exceptional results.

WORK EXPERIENCE

The Black Label Group – Hong Kong SAR

Mar 2024 – Present

Digital Marketing Specialist

- Led digital marketing initiatives to enhance brand visibility and audience engagement.
- Managed and optimized Google Ads and Facebook Ads, achieving a 35% increase in ROI.
- Developed strategies that significantly boosted lead generation efforts.

Leilani Inc. – Texas, United States (Remote)

Feb 2023 – Aug 2023

Digital Marketing Manager

- Engineered lead generation strategies that resulted in a 30% increase in leads.
- Expanded understanding of U.S. market dynamics and client psychology, driving performance marketing initiatives and increasing ROI by 35%.

Mecor Realtors – Lahore, Pakistan

Jan 2021 – Feb 2023

Marketing Specialist

- Developed and implemented on-site marketing strategies that increased client leads by 30%.
- Managed social media and Google campaigns that showcased properties, driving substantial interest and engagement.

OUR ORGANIZATION – Lahore, Pakistan

Jan 2020 – Dec 2022

Marketing Specialist

- Ran ads that increased charity donations by 50%.
 - Developed and optimized the organization's website and implemented SEO strategies, directly converting social media followers into donors.
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SKILLS

- Digital Marketing Strategy
- Social Media Marketing
- Lead Generation
- Performance Marketing
- Google Ads & Facebook Ads
- SEO & SEM
- Data Analysis & Analytics
- Market Research
- Branding & Content Marketing

EDUCATION

The University of Lahore – Lahore, Pakistan

Oct 2015 – Feb 2020

Bachelor's Degree in Mechanical Engineering

- Graduated with an A grade; active participant in the Mechanical Engineering Society, Techno Club, and Dramatic Society.
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CERTIFICATIONS

- Google Ads Certification
 - Facebook Blueprint Certification
 - Foundations of Digital Marketing and E-commerce
 - Search Engine Optimization (SEO)
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NOTABLE PROJECTS

DoLocal Inc. – Canada (Remote)

Jan 2022 – Jul 2022

Marketing Manager (Freelance)

- Successfully promoted a food application campaign, increasing audience size by 45% and boosting app downloads and sales.

Ontario Police Public Safety News-OPPSN.CA

Mar 2023 – April 2024

Social Media and Website Management

- Manage Social media for donation across Ontario state for gun crime and child abuse. Successfully bring business owner and people on our magazine to advertise their business and bring donations for our program.

Cloudy Hoods - Shopify

Mar 2024

Digital marketing and management

- Launch 2 Shopify stores Pakistan and Hong Kong and bring customers through digital marketing and store management
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LANGUAGES

- **English:** Full Professional Proficiency
 - **Urdu:** Native or Bilingual Proficiency
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REFERENCES

- Available upon request.