

Muhammad Arslan Asghar

MBA Marketing | Digital Marketer | Social Media Strategist | Website Developer

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Professional Summary

Result-driven Digital Marketing Manager with **5+ years** of experience in Website development, SEO, PPC, and social media strategy. Proven track record in boosting visibility, engagement, and conversions through tailored campaigns and website solutions. Certified by Google, Meta, LinkedIn, and Dubai Future Foundation. MBA in Marketing with a diverse global client base.

Key Skills

- **WordPress:** Theme customization, WooCommerce, plugin integration, SEO & speed optimization
- **Digital Marketing:** SEO, Google Ads, Facebook/Instagram Ads, Google Analytics
- **Social Media:** Strategy, content creation, paid campaigns, performance tracking
- **Client & Project Management:** Communication, planning, requirement analysis
- **Tools:** WordPress, Meta Ads Manager, Canva, Photoshop, Google Suite, MS Office

Experience

Digital Marketing Manager

Aqua Kunhar (Al Kunhar Foods Pvt. Ltd.) | Pakistan | Sep 2022 – Oct 2024

- Built and managed the company website and digital strategy
- +45% increase in social engagement, +30% in organic traffic, and +20% in sales

Freelance WordPress Developer & Digital Marketer

Remote | 2018 – Present

- Created 50+ responsive websites, WooCommerce stores, and SEO campaigns
- Conducted audits and provided maintenance for speed, security, and UX

Digital Marketing Manager

Rutba Travels Pvt. Ltd. | Mar 2022 – Apr 2023

- Executed digital strategy resulting in 50% traffic growth and 4x ROI from ads

Social Media Specialist

VisionUp Commerce | Aug 2021 – Mar 2022

- Grew social audience by 50%, managed ads, and collaborated with influencers

Sales Promotion Trainee

Popular Pipes Group | Jun 2019 – Dec 2019

- Researched markets, led promotional campaigns, and generated leads

Marketing & Sales Executive

Lead2Need | Jun 2016 – Apr 2017

- Ran Facebook Ads, developed sales strategies, and closed B2B deals

Internships

- *Youth Internship Program | 2017 – 2018*
- *Directorate of Agri. Info Punjab | Feb 2016 – May 2016*

Education

- **MBA in Marketing**,
Superior University Lahore, - 2019
- **BS(Hons) Agriculture**
University of Agriculture, Faisalabad, - 2016

Certifications

- Google Digital Marketing
- LinkedIn Certifications
- Dubai Future Foundation Certification
- Meta Social Media Marketing
- Advanced Website Development.

Languages

English (Fluent) | Urdu (Native) | Punjabi (Native)