



# RAJA MUHAMMAD JAMIL

## Digital Marketing Manager

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## Contact Details

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📍 Bahria Town, Phase 7,  
Rawalpindi, Pakistan.

## Skills

- E-Commerce
- Social Media Marketing
- Social Media Management
- Search Engine Marketing
- Search Engine Optimization
- Web Development + IU & UX
- Email Marketing
- Content Creation
- Branding & Design

## Tools

- Facebook Ads Manager
- Facebook Insights
- LinkedIn Marketing Solution
- Google Ads Manager
- Google Analytics
- Google Search Console
- Google Tags Manager
- Google Keyword Search
- Google Keyword Planner
- Google Optimizer
- Ubersuggest
- Adobe Photoshop & Premiere Pro
- WordPress (CMS)
- Customer Relation Management (CRM)

## Education Background

- Federal Urdu University Islamabad  
*Masters of Commerce, Major in Accounting & Finance*  
Completed in 2019
- Federal Urdu University Islamabad  
*Bachelor of Commerce, Major in Accounting & Statistics*  
Completed in 2015

## About Me

With a decade of experience in digital marketing, I specialize in developing strategic marketing plans, enhancing online visibility through SEO and SEM, and managing dynamic social media campaigns. From building responsive websites to crafting compelling brand identities and content, I deliver integrated solutions that drive business growth and create lasting digital success.

## Professional Experience

### DIGITAL MARKETING MANAGER

Forest Town

02/2023 – Present

#### Key responsibilities:

- **Social Media Management:** Managed and executed data-driven marketing strategies for Facebook, Instagram, LinkedIn, TikTok, and YouTube, enhancing brand awareness and engagement.
- **Advertising & Lead Generation:** Ran targeted local & international lead generation campaigns across Facebook, Instagram, LinkedIn, and TikTok, focusing on overseas Pakistanis and corporate investors.
- **Google & YouTube Ads:** Launched and optimized Google Search, Display, and YouTube Ads to increase brand visibility and drive high-quality leads.
- **Website Development & SEO:** Developed and managed the Forest Town website using WordPress & Elementor Pro, ensuring a seamless user experience and SEO optimization.
- **Content Creation:** Crafted compelling Facebook posts, YouTube video scripts, and marketing copies, tailored to audience preferences.
- **Campaign Management:** Executed and optimized real estate marketing campaigns, collaborating with the sales team to maximize inquiries and conversions.
- **Corporate & Overseas Marketing:** Designed strategies to attract corporate & international investors, expanding Forest Town's market reach.
- **Analytics & Performance Tracking:** Monitored and optimized campaign performance using Meta Business Suite, Google Analytics, and LinkedIn Ads Manager for data-driven decision-making.

## Certification

### IT Power Base

NICON Institute Rawalpindi  
08/2009

## Hobbies

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Travelling  
Exploring New Things  
Listening Musing

## Important Links

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Here I am share some social media accounts and websites links that I am handling or have handled.

### Forest Town

#### Facebook:

<https://www.facebook.com/foresttown.com.pk>

#### Instagram:

<https://www.instagram.com/foresttown.official/>

#### LinkedIn:

<https://www.linkedin.com/company/forest-town-official/>

#### TikTok:

<https://www.tiktok.com/@foresttown.official>

#### YouTube:

<https://www.youtube.com/@foresttown.official>

#### Website:

<https://foresttown.com.pk/>

### Nobel Marketing (PVT), LTD.

#### Facebook:

<https://www.facebook.com/nobelmarketing.pk>

#### Website:

<https://nobelmarketing.pk/>

### Royalton Hotel Rawalpindi

#### Facebook:

<https://www.facebook.com/profile.php?id=100063679674250>

#### Website:

<https://www.royaltonhotel.com.pk>

### Zaryans Consulting (PVT), LTD.

#### Facebook:

<https://www.facebook.com/zeddeliveryofficial>

#### Website:

<https://zeddelivery.com/>

## DIGITAL MARKETING STRATEGIST

Nobel Marketing (PVT), LTD.

04/2020 – 01/2023

### Key responsibilities:

- **Managing online advertising campaigns:** Plan, execute, and optimize digital advertising campaigns across various platforms, such as Google Ads, Facebook Ads, LinkedIn Ads, and Monitor campaign performance, adjust budgets and bids, and ensure maximum ROI.
- **Search Engine Optimization (SEO):** Conduct keyword research, analyze website performance, and implement on-page and off-page optimization strategies to improve organic search rankings and drive qualified traffic to the website.
- **Social media management:** Develop and execute social media strategies to enhance brand visibility, engage with the audience, and drive traffic and leads. Manage social media platforms, create compelling content, and monitor and analyze social media metrics.
- **Content marketing:** Develop and oversee content marketing strategies to attract and retain customers. Create and distribute high-quality, engaging content across various channels, such as blog posts, videos, and infographics.
- **Web analytics and reporting:** Monitor and analyze website traffic, user behavior, and campaign performance using tools like Google Analytics. Generate reports to assess the effectiveness of marketing initiatives and provide actionable insights for improvement.

## DIGITAL MARKETING SPECIALIST

Royalton Hotel Rawalpindi

05/2019 – 03/2020

### Key responsibilities:

- **Developing and executing digital marketing strategies:** Create and implement comprehensive digital marketing strategies to the hotel's goals and target audience.
- **Online advertising and paid campaigns:** Plan and execute online advertising campaigns to increase brand awareness, attract guests, and drive direct bookings. Utilize platforms like Google Ads, Meta Ads.
- **Social media management:** Develop and implement social media strategies to engage with guests, build brand loyalty, and promote the hotel's services and amenities.
- **Performance tracking and reporting:** Utilize analytics tools to track website performance, online campaign metrics, and social media engagement.

## **SOCIAL MEDIA MANAGER**

Zaryans Consulting (PVT), LTD.

02/2015 - 04/2019

### **Key responsibilities:**

- **Social Media Management:** Managed and grew Facebook, Instagram, LinkedIn, and Twitter accounts, increasing brand engagement and audience reach.
- **Advertising & Lead Generation:** Ran targeted ad campaigns on Facebook, Instagram, and LinkedIn, generating quality leads for clients across multiple industries.
- **Content Strategy & Creation:** Developed and executed content calendars, social media posts, ad copies, and video scripts, aligned with brand objectives.
- **Campaign Management:** Planned, launched, and optimized social media campaigns, ensuring high engagement and conversion rates.
- **Analytics & Performance Tracking:** Monitored campaign performance using Meta Business Suite, Google Analytics, and LinkedIn Ads Manager, making data-driven optimizations.

## **Achievements**

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- Redesigned and developed a new SEO-optimized website, enhancing user experience and functionality.
- Implemented a data-driven content strategy, significantly improving engagement and lead generation.
- Strengthened social media presence across Facebook, Instagram, LinkedIn, YouTube, and TikTok, driving higher brand awareness.
- Launched and managed local and international marketing campaigns, attracting potential investors and customers.

## **Reference**

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References will be furnished upon  
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