

# FARHEEN FAIZ

## SOCIAL MEDIA MARKETER

### CONTACT

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 Islamabad

 farheenfaiz322@gmail.com

### EDUCATION

#### **Bachelor in computer science**

*University of Gujrat*

2016-2020

Islamabad

#### **Fsc (Pre engineering)**

*IMCG F7/2*

2014-2016

Islamabad

### SKILLS

- Social Media Management
- Content Strategy
- Audience Engagement
- Facebook Ads
- Instagram Ads
- Twitter Ads
- Google Ads
- YouTube Video Promotion
- Email Marketing

### ABOUT ME

Results-driven and detail-oriented individual seeking opportunities in social media management and digital marketing.. Eager to apply creativity and analytical skills in driving successful social media campaigns.. I prioritize honesty, transparency, and authentic audience connections aligned with brand values. Eager to contribute innovative solutions to the dynamic landscape of social media marketing.

### EXPERIENCE

#### **Facebook Ad Campaign ( Freelance Project)**

- Developed and executed targeted Facebook ad campaigns, resulting in a 20% increase in click-through rates.
- Utilized remote collaboration tools to coordinate with graphic designers and copywriters, ensuring cohesive and engaging ad content.

#### **Google Ads Management ( Freelance Project)**

- Led the planning and implementation of Google Ads campaigns, driving a 15% increase in website traffic and conversions.
- Conducted remote keyword research and analysis to optimize ad placements and maximize ROI.
- Generated detailed performance reports and provided actionable insights for ongoing campaign refinement.

#### **Social Media Management ( Freelance Project)**

- Created and curated content for various social media platforms, fostering community engagement and awareness.
- Implemented a remote content calendar, ensuring consistent and timely posts across channels.