



Ehtisham Khalid

Performance Marketing Lead

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Languages

English

About

With a history in digital marketing and retail, I've honed my skills in customer engagement and sales. My expertise lies in creating compelling content and strategies that align with dynamic retail settings, ensuring enhanced customer experiences and successful sales outcomes in high street environments.

BRANDS WORKED WITH

Al Maroof Travels & Tours Pvt LTD

Cybermart.pk

Haier Pakistan

Experience

● Digital Marketing Lead

Cybermart.pk | Jan 2023 - Nov 2023

- Develop and Execute Comprehensive Digital Marketing Strategies.
- Aligned plans with business objectives for optimal online presence and growth.
- Implemented campaigns across social media, search engines, email, and display advertising.
- Oversee the creation of engaging content and ensure consistent brand representation.
- Planned and executed social media campaigns for increased brand awareness and engagement.
- Managed and optimized paid advertising campaigns for maximum ROI.
- Prepared regular reports and managed the digital marketing budget for cost-effectiveness.
- Ensured consistent branding and addressed online brand reputation promptly.
- Collaborated with cross-functional teams and external partners.

● Performance Marketing Associate

Haier Pakistan | Jan 2022 - Apr 2023

- Implemented and optimized digital advertising campaigns for Haier products.
- Utilized platforms such as Google Ads and social media for targeted outreach.
- Monitored key performance indicators to assess the effectiveness of marketing initiatives.
- Prepared concise reports, providing insights and recommendations for improvement.
- Worked closely with sales, product management, and creative teams for cohesive campaigns.
- Played a role in budget allocation and tracking for performance marketing activities.
- Implemented strategies to maximize ROI and optimize advertising spend.
- Stayed updated on digital marketing trends and emerging technologies.
- Implemented innovative approaches to enhance the brand's digital presence.

● Marketing Executive

Al Maroof Travels & Tours Pvt LTD | Apr 2018 - Nov 2021

- Planned and executed marketing campaigns to promote Al Maroof Travels and Tours services.
- Utilized a mix of online and offline channels for targeted outreach.
- Generated engaging content for promotional materials, including social media posts and brochures.
- Ensured consistency in brand messaging across various platforms.
- Coordinated participation in industry events and trade shows.
- Executed promotional activities during events to enhance brand visibility.

Education & Training

- 2025 ● **University of Management & Technology**
Master of Science,
- 2022 ● **London South Bank University**
Master of Business Administration,
- 2018 ● **University of Management & Technology**
Bachelor of Business Administration,