

Saad Ali Shah Bokhari

Senior marketing executive

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Languages

English

About

With a keen eye for design and a strategic approach to customer engagement, I excel in enhancing retail experiences. Skilled in online order fulfilment, packaging, and inventory control within high street menswear, my versatility shines in fast-paced department store environments. Basic English proficiency enhances my adaptability.

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Experience



● Senior Marketing Executive

Diginers | Apr 2017 - Jan 2024

- Specialized in creating and managing Logo design and Website campaigns.
- Maintaining top positions on Google and Bing against competitors. Planned daily campaign activation to achieve lead targets at optimum cost.
- Ensuring every day to utilize the budget in best and productive possible way.
- Keywords optimization and ensuring to insert best keywords available for the business
- Ensuring that there are no negative keywords on campaign and ad group level.
- Create creative ad copies according to the current trends and nature of the business.
- Performance market, keyword & competitor research and analysis.
- Excelling in creating visually captivating logos and orchestrating effective website campaigns. I have a keen eye for design aesthetics and strategic approach ensures that every campaign resonates with the target audience and aligns with business objectives.
- Adept at maximizing the ROI of digital advertising budgets by meticulously planning and executing campaigns to ensure optimal performance. Daily monitoring and adjustment of campaign parameters enable me to allocate resources effectively and drive meaningful results.
- My thorough keyword research and optimization strategies ensure that the most relevant and high-performing keywords are incorporated into campaigns. This strategic use of keywords enhances visibility, increases click-through rates, and drives qualified traffic to websites.
- Keyword, and competitor research and analysis. By staying abreast of industry trends and competitor strategies, gain valuable insights to refine my own campaigns and maintain a competitive edge.

Education & Training

● University of Hertfordshire

MSc Advanced Computer Science,

● IQRA University

Bachelor of Science,