

# Ayman Ali Ahmad

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## Profile Summary

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Creative and data-driven Digital Marketing professional with 3+ years of experience and a Mechanical Engineering degree. I combine my technical expertise with creative flair to craft and execute successful multi-channel marketing campaigns. Proven ability to increase brand awareness, drive traffic and conversions, and manage projects for various niches. Highly organized and thrive in fast-paced environments with experience in managing cross-functional marketing teams.

## Digital Marketing Experience

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### Digital Marketing Executive

Grownix Digital Marketing Agency

09/20 – 11/23

#### SEO & Content Strategy

- Developed SEO strategies to increase health clinic's organic website traffic by 253% (3400 -> 12000), keyword rankings by 319% (1600 -> 6700) and conversions by 52% (56 -> 85) over 15 months.
- Optimised content for 120+ pages, including combining content, editing, organising and republishing.
- Instructed content writers to create 70+ SEO blogs, proofreading and optimizing before publishing.
- Conducted technical SEO audits using Semrush, ScreamingFrog, Google Analytics and Search Console.
- Revamped website for UX, SEO and conversions by internal linking and redesigning layouts.
- Built 22+ high quality backlinks by assisting in guest posting outreach.

#### Social Media Management

- Managed team of 7 designers, developers, writers and social media managers.
- Built trust and long-term partnerships with 6+ digital accounts due to client satisfaction.
- Executed 30+ posts weekly (planning, writing and publishing) and supervised 120+ posts weekly.
- Generated 150+ shares/campaign per month for mobile app by crafting audience interaction campaigns.
- Skyrocketed engagement & reach by 250% & 625% for Hyundai Motors through creative video campaign.
- Increased lead generation by 74% for education consultancy company through UGC ad creatives.
- Boosted messages volume by 40% for beauty salon through optimized Meta ads strategy & creatives.

#### Website Strategy & Management

- Collaborated with 20+ clients, leading project launch meetings to interpret client requirements.
- Built 26+ websites for diverse niches by managing developers, content writers and designers.
- Orchestrated workflows for teams to streamline successful project deliveries.
- Analyzed target audiences, defined content strategy, structured content for UX and created wireframes.

### Freelancing

04/23 – 08/23

- Spearheaded complete digital marketing for hair oil brand (website creation, relaunch & post-launch strategies).
- Boosted Instagram engagement by 75% & followers by 12% through a targeted content calendar and UGC.
- Skyrocketed website traffic to 1500+ viewers and orders to 40+/month (from 0) through UGC ad creatives.

## Digital Skills

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- **Marketing:** Content Marketing, Digital Strategy, SEO, CRM
- **Marketing Tools:** Google Analytics & GSC, SEMrush, ScreamingFrog, Meta Business Suite & Ads, HubSpot, Salesforce
- **Software:** MS Office (Word, Excel, PowerPoint, Outlook), Google (Gmail, Drive, Docs, Sheets, Slides), Monday.com
- **Platforms:** Facebook, Instagram, Youtube, LinkedIn, Twitter
- **Editing & Design:** Premiere Pro, Photoshop, Canva Pro

## Education

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Queen Mary University of London | BEng Mechanical Engineering: First Class Honours

2016 - 2019

## Additional Information

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- British national with full UK driver's license.
- Languages: English native, Urdu limited.
- Enjoy freelancing, most team sports, weight-lifting and nutrition, competitive online gaming, drumming and travelling.