



ASKHANUMA

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SUMMARY

Experienced Performance Marketer with expertise in driving growth across e-commerce and diverse industries, including healthcare, interior design, real estate, and restaurants, both nationally and internationally. Proficient in Google Ads, Facebook Ads, Google Analytics, SEO, and mobile app marketing, with a proven track record of generating high-quality leads. Skilled in client management and relationship-building, ensuring long-term success and business growth.

SKILLS

Core Competencies

- Facebook Ads | Google Ads | E-commerce Strategies | Mobile App Marketing
- Google Analytics | Google Tag Manager | SEO (On-page, Off-page, Technical)
- Funnel Optimization | Social Media Marketing (SMM) | Lead Generation

Additional Skills

- Client Management | Critical Thinking | Problem-Solving
- Technical Knowledge | Effective Client Communication

WORK EXPERIENCE

Nyasa Media Agency LLP - Digital Marketing Agency Jan 2024 - Present

- Delivered 4X ROAS for e-commerce campaigns using advanced funnel strategies, Google Ads, and Facebook Ads.
- Led successful lead generation and awareness campaigns for various industries, including healthcare, interior design, real estate, restaurants, and international markets.
- Spearheaded mobile app marketing initiatives to drive user acquisition and engagement.
- Managed client pitches, converting prospects into long-term partners through tailored strategies.

KBK Business Solutions PVT - Digital Marketing Agency July 2022 - Jan 2024

- Conducted comprehensive website audits to improve SEO performance (on-page, technical, and off-page).
- Managed social media marketing, content writing, YouTube SEO, and WordPress website design.
- Executed additional marketing tasks to support the overall growth of client projects.

EDUCATION

Bachelor of Arts in Economics 2016 - 2020

ACHIEVEMENTS

- Delivered 4X ROAS for e-commerce campaigns, optimizing funnels and paid advertising strategies.
- Generated high-quality leads for healthcare, interior design, real estate, and restaurant industries, catering to national and international clients.
- Successfully converted clients through impactful pitching, ensuring long-term partnerships.