



Mavara Asghar

+923326990927

Mavaraasghar@gmail.com

mavaraasghar.wixsite.com/my-site

in Mawra Asghar

Experienced Digital Marketing Manager specializing in conversion-oriented strategies and Native Ads management. With over 7+ years of expertise in a dynamic content team, I've successfully collaborated with national and international clients, delivering tangible results such as enhanced conversions, increased leads, and boosted sales.

Educational

Punjab University

Master Of Business Administration
2016 - 2020

Skills & Proficiencies

WordPress | Google Analytics |
Google Ads | Yahoo | Gemini Taboola |
Facebook Ads | Adbeat | Buzzsumo |
Canva Skyneto | Video Editing | Up
Work | Social media ROI | Social
Media Channel Optimization | Social
Engine | SMM | SEMrush | Marketing
Emails | Graphic Designing | Google
Analytics | Google AdWords | Google
Ad Planner | Front Office Support |
Fiver | Ecommerce Optimization |
Custom Facebook Pages | Conversion
Optimization | Business
Development Process | Brand
Awareness Programs | B2B
Marketing Strategy | Advertising &
PR

Work History

TopDown Media Group

Media Buyer

Sep 2023 to 2024

- Lead large-budget paid social campaigns on Facebook and Instagram, specializing in search arbitrage.
- Manage end-to-end campaign operations, including the creation of compelling content and design of effective ad creatives.
- Implement a holistic approach resulting in a profit margin exceeding 25% at scale.
- Conduct competitor analysis to identify and dissect top-performing ads in the industry.

Front Story

Creative Writer, Native Ads Manager, Google Ads & PPC Ads Manager

January 2020 to Present

- Manage and optimize campaigns on Facebook, Gemini, Taboola, Zemanta, Outbrain, and Revcontent.
- Utilize Facebook Ads Manager to create engaging campaigns, achieving 150%+ ROI and 6-10%+ CTR.
- Successfully attained quarterly targets of \$40,000 profit and \$1 million spend.
- Play a crucial role as a Facebook Digital Analyst/Optimizer at Frontstory, focusing on data-driven strategies and performance analysis.

Platform Manager

- Developed dynamic creative content on global platforms: Google Ads, Yahoo Gemini, Taboola, Outbrain, RevContent, Zemanta, Baidu, and Yahoo DSP.
- Consistently achieved \$10,000+ monthly profit through high-traffic, high-CTR campaigns.

Emenac INC

Digital Marketing Manager

Dec 2018 to Dec 2019

- Designed and launched high-converting campaigns, achieving a remarkable 30% lead order value.
- Developed HTML designs for effective Email Marketing initiatives.
- Managed campaigns for 5 outsourced clients, optimizing for high CPCs.
- Oversaw and created content for YouTube channels in diverse niches, focusing on travel and entertainment.

Volunteer Work & Certification

Digital Marketing Manager

Elaaf

2017 to 2017

Sander Stage Digital Marketing

Course at SMMA Academy

2023 - 2023

Facebook Ads & Facebook Marketing

MASTERY 2013 at Coursenvy

2023 - 2023

Language

- **English**
- **Urdu**

Enablers

Digital Marketing Executive

Nov 2017 to Oct 2018

- Achieved success by creating campaigns with an impressive 400% ROI.
- Managed 14 social media channels for comprehensive brand marketing.
- Dual role as an SEO Executive, incorporating video editing using Filmora, Camtasia, and After Effects for social media and YouTube content.
- Revamped and enhanced social media campaigns and PR strategies.
- Achieved successful launch and sell-out of a new gloves collection, yielding a handsome net profit.

Oriental Tech/Native News

Social Media Manager & SEO Executive

Jan 2017 to November 2017

- Utilized social media channels to enhance brand awareness and increase traffic.
- Played a dual role as a graphic designer intermittently and served as an SEO Executive.

Atombuddy

Social Media Executive, Data Entry, Customer Care Representative

Feb 2016 to Dec 2017

- Utilized social media channels to enhance brand awareness and increase traffic.
- Played a dual role as a graphic designer intermittently and served as an SEO Executive.

Freelancing Projects

Developed comprehensive Social Media strategies for various brands, encompassing daily content posting, paid campaigns on Facebook, Instagram, Twitter, LinkedIn, and YouTube, and creation of Social Media Calendars.

- AMS Power
- Small Espresso
- Willness Pitch
- Zdigiting
- AMS IOS
- AlaCar
- BizzClan
- Style Collection Hub
- Damac
- Sobha Properties
- Modelux Properties
- Elaaf
- Adziv Digital
- Pets Wishlist
- 786 Real Estate
- Nutiseen
- Plus Printers