



# Mavara Asghar

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in Mawra Asghar

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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.

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## 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