



# MUHAMMAD KASHIF

Digital Marketing Expert

## PERSONAL DETAILS

+92313-9344666  
Kashif.csit1@gmail.com  
Rawalpindi ,Pakistan  
<https://kashif.dorik.io/>  
[linkedin.com/in/kashifcsit/](https://www.linkedin.com/in/kashifcsit/)

## EDUCATION

**Sarhad University of  
Science & IT**

BS Software Engineering  
2014 - 2018

## SKILLS

Social Media Marketing  
Search Engine Marketing  
Search Engine Optimization  
Social media optimization  
Google Ads & Google Analytics  
Content Curation  
Strong Communication

## CERTIFICATIONS

- Android App Internship  
KPIT- Board
- App Store Optimization  
UNDP- Pakistan
- Digital Marketing  
DigiSkills.pk

## About Me

Dynamic Digital Marketing Professional with over 4 years of experience, adept at leveraging Social Media Marketing and Google Ads to achieve significant business growth. Skilled in crafting data-driven campaigns that maximize ROI and enhance brand visibility. Passionate about developing innovative digital strategies to engage audiences and drive measurable results.

## Experience

### Digital Marketing Manager **Oct -2023 - Present** Saif Group Pvt Ltd.

As a Digital Marketing Expert, my responsibilities include

- Strategically plan and execute digital advertising campaigns on various platforms for enhanced engagement and brand awareness.
- Analyze and optimize digital marketing performance metrics to drive business objectives.
- Proficient in content creation, ensuring a cohesive brand message across online platforms.
- Collaborate with cross-functional teams to align marketing efforts with overall business goals.
- Demonstrated ability to drive successful online marketing campaigns, contributing to company growth and visibility.

### DIGITAL MARKETING EXPERT **June-2022 - Sep 2023** Cyber Sync Technologies

As a Digital Marketing Expert, my responsibilities include

- Content creation, SMM, SEM.
- Run ads through Google Ads, LinkedIn, TikTok, and Social media campaigns to increase brand awareness and generate leads.
- Published Applications on Google Play console and
- manage App ASO

### DIGITAL MARKETING EXPERT **Aug-2020 - Sep-2021**

#### Women Digital Space

- Planning and implementation of Social media advertising campaigns.
- Manage campaign expenses, adhere to the budget, and estimation of monthly costs.
- Create original and powerful content for Social media.

## HOBBIES

- Reading
- Events management
- Internet Browsing

## ASO Marketer

Dec-2019 - June-2020

### Impact Software Solutions

- Test, track, analyze, research, and optimize keywords and rankings on a daily basis
- Carry out competitive analyses based on keywords, app ranking, trends, etc

## SOCIAL MEDIA EXPERT

FEB-2019 - Nov-2019

### ITSPURT PVT LTD

- Planning and implementation of social media strategies.
- Manage social media planning for the execution of marketing strategies and community management.