

Badar Munir

DIGITAL MARKETING MANAGER

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Professional Summary

Results-driven Digital Marketing Manager with 4+ years of experience delivering data-driven strategies that boost brand visibility, customer engagement, and business growth. Proven track record in social media, SEO, paid media campaigns, and team leadership. Expertise in Google Ads, Meta Ads, SEMrush, and Google Analytics. Currently pursuing MSc Digital Marketing at the University of Salford and seeking to apply a blend of strategic vision and technical skills to UK-based organizations.

Work Experience

JnS Education | Islamabad, Pakistan

Digital Marketing Manager (Contract) | May 2024 – Aug 2024

- Boosted website traffic by 28% through targeted SEO content development and optimized paid campaigns.
- Increased student admissions by 18% via high-converting lead generation strategies.
- Led a 6-member team to design and implement multi-platform strategies improving brand awareness by 30%.

Ben Da'ood Studios | Islamabad, Pakistan

Digital Marketing Manager (Promoted) | Dec 2022 – Aug 2024

- Achieved 40% ROI growth through data-driven performance marketing and campaign optimization.
- Reduced costs per result using A/B testing and real-time ad performance analytics.
- Led and mentored 20+ team members to achieve growth in audience engagement across platforms for different clients.
- Strategized content plans, resulting in a 20% follower increase on social media.
- Successfully promoted from Social Media Manager within 1 year based on performance.

Ben Da'ood Studios | Islamabad, Pakistan

Social Media Manager | Aug 2021 – Dec 2022

- Designed social media campaigns to increase customer engagement and audience growth.
- Tailored content creation to target specific demographics, ensuring brand voice consistency for agency clients.

LandLife Properties | Islamabad, Pakistan (Hybrid)

Digital Marketing Consultant | July 2022 – July 2024

- Generated 300+ quality leads monthly through precision-targeted ad campaigns on Google and Facebook.
- Enhanced conversion rates by 20% by streamlining audience segmentation and retargeting strategies.

- Created engaging content and ensured consistent brand messaging across platforms.
- Promoted from Social Media Manager to Digital Marketing Consultant due to proven results and contributions.

Digital Genix | Remote

Social Media Specialist | May 2021 – Aug 2022

- Managed social media platforms to increase engagement and brand recognition for clients.
- Designed tailored social media campaigns to increase visibility and foster audience relationships.
- Monitored analytics metrics to evaluate campaign success and implement improvements.

Usama Trading Company | Rawalpindi, Pakistan

Social Media Assistant | Dec 2019 – Jun 2020

- Supported content development and scheduled posts for social media accounts.
- Engaged with audiences, responding to inquiries to maintain a positive brand image.
- Tracked engagement metrics, providing actionable insights for content improvement.

Education

MSc Digital Marketing (*Expected Graduation: 2025*)

University of Salford, Manchester, UK

Bachelor of Business Administration (BBA)

National University of Modern Languages, Pakistan | 2016 – 2020

Skills & abilities

- Digital Marketing Strategy
- Social Media Management
- Performance Marketing
- Content Creation & Copywriting
- Paid Social Advertising
- Email Marketing & CRM Tools
- SEO & Content Optimization
- Team Leadership & Collaboration
- Analytical Thinking & Problem-Solving
- Communication & Stakeholder Management

Certifications

- Google Ads Search Professional Certification (Google 2023)
- Microsoft Advertising Certified Professional (Microsoft 2022)
- Google Digital Marketing & Ecommerce Specialization (Coursera 2023)
- Attract and Engage Customers with Digital Marketing (Coursera 2023)
- Semrush SEO Crash Course with Brian Dean (SEMrush Academy 2022)
- Social Media Marketing for Small Business (LinkedIn Learning 2024)
- Digital Marketing Certified (HubSpot Academy 2022)