

# RAFIQ RIASAT

## DIGITAL MARKETING SPECIALIST



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<https://digitaltrafiq.com>

### ABOUT



Google-certified digital marketer with 18+ years of experience in Gulf and Pakistan across various marketing domains, including Digital marketing, Outdoor Advertising, Graphic design, E-commerce and Customer service (BPO), enabling me to connect with diverse audiences. Dedicated to driving business growth through data-driven digital marketing strategies, boosting revenue, enhancing customer retention & ROI. Specialized in Social media Marketing, SEM/PPC, content creation & e-commerce store management. A committed, self-driven team player.

### SKILLS



Canva Google Ads Semrush WordPress Elementor Adobe Creative Suite  
Digital Marketing Content Creation Email Marketing Google Analytics 4 Desktop Publishing  
Pay Per Click (PPC) Social Media Marketing SEO (On & Off page & technical) Editing (Photo & Video)

### EXPERIENCES



#### Digital Marketing Specialist Ziyana Yachts, Dubai

Jul 2022 – Present (Freelance)

- Elevated company's digital presence through data-driven marketing strategies.
- Utilized organic & paid strategies to boost brand awareness, website traffic & conversions.
- Enhanced brand image through social media and ad campaigns.

#### Technical & Marketing Exec. PRIVIS Global Gen. Trad. Dubai

Jan 2016 - Dec 2018

- Integrated my technical background to enhance marketing strategies & Lighting solutions.
- Aligned client-focused strategies aligning industry insights for business optimization.
- Applied industry knowledge to optimize company goals, ensuring sustainable business growth.

#### Freelance Digital Marketer Digitronaut, Lahore

Feb 2022 – Present (Freelance)

- Expert in content creation, social media management, & PPC ad campaign optimization.
- Proficient in on-page & technical SEO, lead generation, and data-driven organic & paid digital marketing strategies.
- Shopify & Amazon Seller Central Ecommerce account management.

#### Technical & Marketing Exec. DEFI Group, Dubai (Advertising)

Jan 2013 - Jan 2016

- Designed large-format OOH signages for various mediums, ensuring adherence to UAE laws.
- Produced In-House technical & visual layouts, by maintaining high design standards.
- Elevated marketing strategies to achieve impactful outdoor advertising campaigns.

#### Social Media Moderator Mindbridge BPO, Lahore

Jan 2019 - Jan 2022

- Oversaw global platforms user generated content (UGC) for: Uber Eats, Foodpanda, Voi, Easypaisa & Revolut.
- Enforced community guidelines to ensure a positive online presence.
- Managed real-time & post process interactions along with feedback to uphold brand image & message.

#### Marketing & Communications Exec. Thorn Lighting, Jeddah

Jun 2012 - May 2013

- Designed in-house marketing & lighting layouts and also executed marketing communications.
- Provided sales & marketing support along with technical assistance for lighting projects.
- Project management in SAP, ensuring the effective execution of projects.

### EDUCATION



Simplilearn - Skillup  
Advanced Pay Per Click  
(PPC) Certification

Sep 2023

Skillshop by Google  
Google Analytics  
(GA4) Certification

Jul 2023

Coursera - Google Grow  
Google Digital Marketing  
& E-commerce Certificate

May 2023

Punjab University, Lahore  
Bachelor of Arts  
(ADP) Journalism

Feb 2021

Languages: English, Urdu, Punjabi

...there is more relevant information available that can be reviewed on [in].

