

**RUBIA NASEEM**

**DIGITAL MARKETING MANAGER &  
PROJECT CONSULTANT**

**9+ Years Experience in Digital Marketing**

# ABOUT RUBIA NASEEM

- Digital Marketing Expert with over 9+ Years Experience
- Helped over 250+ entrepreneurs & businesses to scale their brand via digital marketing
- Managed Facebook & Google Ads since early 2012
- Result-oriented, strategic & data-driven marketer
- Handled around 1 Million budget for clients in Real Estate, SAAS & Hospitality Industry

# PROJECT PLANNING

- Work closely with editors, designers and developers through all stages of the project life span.
- Identifies and recommends opportunities to improve work processes.
- Facilitate the identification and resolution of project issues; ensure Issues are considered as Priority and solutions are provided for timely decision making.
- Monitor and report project performance and regularly engage project sponsor, customers, and other stakeholders to ensure good visibility & communication of the project
- Proficiency working in Monday, Asana, Trello, Zoho & Jira

# DIGITAL MARKETING

- Manage a team of freelance/full-time marketing professionals to ensure the success of overall campaigns
- Create and manage quarterly digital promotional plans and budgets.
- Main point of contact for client relations and day-to-day account management to ensure objectives are met
- Proven experience in content marketing, web/mobile design & development and social media
- Manage various e-tools. For example: CRM (Customer Relationship Management), websites' CMSs (Content Management System), Social Media Management Platform

# CONTENT MANAGEMENT

- Make a plan to engage: Working with a cross-departmental team, maintain and develop the master content and communications calendar
- Create, edit, and manage the production of digital content that is consistent with Client's style, and tone
- Work independently to develop content strategy, and to manage, coordinate, and prioritize tactics and projects, delivering on time and on budget
- Track performance: Set goals and report on content and campaign performance
- Utilize web analytics and performance data to analyze, recommending ways to improve content

# SEO MANAGEMENT

- Manage all aspects of the SEO campaign for clients.
- Maintain relationships with our diverse client base through day to day communication via phone, email and other methods.
- Consult clients on various SEO techniques.
- Problem solve client and team issues when needed. Regularly report on key metrics and project status to stakeholders across the organization.
- Work on deadlines to ensure client expectations are met. Adjust campaigns to enhance visibility and site optimization for clients.
- Effectively communicate and work with team members including a Project Assistant, Developers, Writers, and Link builders.

# SEM MANAGEMENT

- Execute tests, collect and analyze data, identify trends and insights in order to achieve maximum ROI in paid search campaigns
- Track, report, and analyze website analytics and PPC initiatives and campaigns
- Manage campaign expenses, staying on budget, estimating monthly costs and reconciling discrepancies
- Optimize copy and landing pages for paid search engine marketing campaigns
- Perform ongoing paid keyword discovery, expansion and optimization
- Research and analyze competitor advertising links

# MARKETING AUTOMATION

- Execute automation for Social media lead generation campaigns using Zapier, Pabbly
- Execute automation for review platforms based on different star categories
- Create workflow automation for different digital marketing platforms ensuring to keep nurturing the audience at all levels.
- Execute email marketing automation for nurturing the email subscribers via Active campaigns.

# MY SPECIALIZATION

- WEBSITE MANAGEMENT
- PPC CAMPAIGNS (Google, Facebook, Linkedin & Instagram)
- SOCIAL MEDIA MARKETING
- EMAIL MARKETING
- MARKETING AUTOMATION
- PROJECT MANAGEMENT & CRM MANAGEMENT

# CLIENTS WORKED

- KARMA BITES, UK
- TAJ AL QURAN, UK
- NIIYO TECHNOLOGY, CANADA
- THE REAGENCY, CANADA
- APPOMATE, AUSTRALIA
- VYMIGRATE EDUCATION CONSULTANTS, AUSTRALIA

# SOCIAL MEDIA SAMPLES



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POPPED LOTUS SEEDS®

Himalayan Pink Salt

25g e


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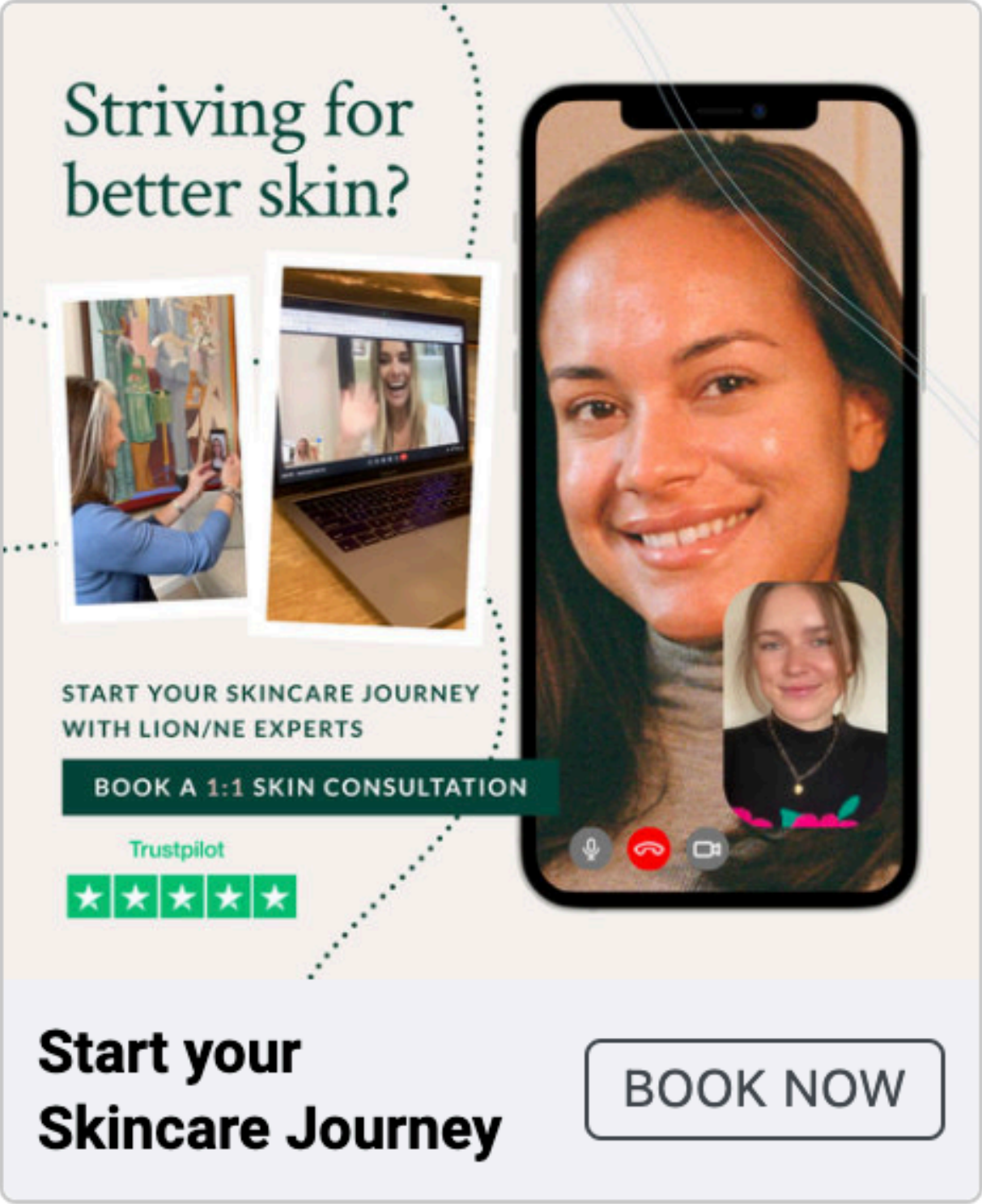


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# CAMPAIGN RESULT-1

■ KARMA BITES UK TARGET CAMPAIGN

DATE	REACH	IMPRESSION	CTR	AMOUNT SPENT
OCT 2021	25730	44297	1.50	94.09 GBP

# CAMPAIGN RESULT- 2

■ KARMA BITES AUSTRALIA TARGET CAMPAIGN

DATE	REACH	IMPRESSION	CTR	AMOUNT SPENT
OCT 2021	57016	142205	2.10	128.01 GBP

# CAMPAIGN RESULT- 3

■ LIONNE SKIN CARE UK TARGET CAMPAIGN

DATE	REACH	IMPRESSION	CTR	AMOUNT SPENT
OCT 2021	77390	130402	1.20	110.28 GBP

**THANK YOU**