



SONIA SHAHZADI

Digital Marketing Specialist

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SUMMARY

Highly accomplished and results-driven **Digital Marketing Specialist** with over **7 years of experience** driving successful marketing campaigns across diverse industries in the dynamic Dubai and USA market. Proven expertise in developing and executing data-driven strategies that generate leads, boost brand awareness, and achieve significant ROI. Adept at managing Social Media Marketing and Google Ads with a strong focus on continuous optimization and performance analysis. Seeking a remote opportunity to leverage my international experience and contribute to the growth of a forward-thinking organization.

SKILLS

- Digital Marketing Strategy & Execution:** Social Media Marketing (SMM), Google Ads (SEM/PPC), Search Engine Optimization (SEO), Lead Generation, Conversion Rate Optimization (CRO), Marketing Analytics, Campaign Management, Budget Management, Market Research and Reporting.
- Platforms:** Google Ads, Google Analytics, **Meta Ads Manager (Facebook & Instagram)**, LinkedIn Ads, **Snapchat Ads**, TikTok Ads.
- Industry Experience:** Healthcare/**Medical Centers**, **SPA & Salon**, **E-commerce**, Car Rental, Real Estate, Interior Design, Business Services.
- Other Skills:** Team Leadership, Client Communication, Cross-Functional Collaboration, Reporting & Analysis, Problem-Solving, Adaptability, Remote Work Proficiency Via Slack or any CRM.

WORK EXPERIENCE

Laguna SPA, Dubai, UAE - Digital Marketing Specialist

Dec 2023 - Present

- In-house marketing specialist managing social media presence and daily reporting for a multi-branch spa and salon group.
- Conduct market research and adapt strategies to navigate the complexities of a restricted niche within Dubai.
- Optimize social media content and campaigns to maximize engagement and brand awareness.
- Implemented audience targeting strategies to reach specific customer segments based on demographics, interests, and online behavior. Utilized retargeting campaigns to re-engage website visitors who had shown interest but did not convert.

Digital Vibes, Dubai, UAE - Digital Marketing Specialist

Aug 2023 - Nov 2023

- Specialized in paid media campaigns (Snapchat Ads, Meta Ads) for healthcare services and medical centers and spa clients.
- Managed budgets and client communication while adhering to industry regulations and best practices for each platform and industry.
- Drove inquiry generation and brand visibility for clients in a competitive market.
- Optimized landing pages for more conversions.

Start Tech, Dubai, UAE - Team Lead & Digital Marketing Specialist**Dec 2022 - July 2023**

- Managed paid media campaigns (social media and Google Ads) across diverse client portfolios.
- Led a team of SEO specialists, graphic designers, video editors, and content writers.
- Provided website audits and strategic recommendations to enhance online performance.
- Exceeded client expectations in lead generation and sales growth.

Digital Hype, Dubai, UAE - Team Lead & Digital Marketing Executive**Aug 2022 - Nov 2022**

- Developed and implemented digital marketing strategies for clients in e-commerce, car rental, real estate, interior design, and more.
- Managed social media and Google Ads campaigns, optimizing for performance and ROI.
- Promoted to Team Lead with continued responsibilities in digital marketing execution.

Business Link, Dubai, UAE - Digital Marketing Specialist**Apr 2022 - Jun 2022**

- Led social media marketing and management for a business services company.
- Generated over 1,000 leads in a single month, achieving a 33% increase within budget.
- Improved social media visibility across Facebook, Instagram, and LinkedIn.
- Conducted Google Ads account audits and provided optimization recommendations.
- Collaborated closely with the sales team to ensure lead quality and conversion.

EDUCATION

Bachelor of Computer Science (BSCS)**Sep 2016 - Sep 2020**

Lahore Garrison University (LGU)

ADDITIONAL INFORMATION

- **Languages:** English, Urdu, Punjabi.
- **Certifications:** Advanced Conversion Tracking, Advanced Google Ads Course
- **References:** If Required.