BILAL GHOURI

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SUMMARY

Proactive and detail-oriented Digital Marketing Specialist with vast experience in Meta Advertising, Content Creative, Content Writing, and Social Media Management. I specialize in crafting effective marketing strategies that boost brand awareness, engage customers, and drive results. My ultimate goal is always to contribute to sustainable business growth within a competitive market environment.

TECHNICAL SKILLS

Marketing Research	Meta Ads	Social Media Marketing
Content Writing	Google Ads	AI-Marketing
Content Creative	Performances Marketing	

PROFESSIONAL EXPERIENCE

Digital Marketing, Media Solution

- Managed social media accounts and created content strategies for multiple client brands.
- Planned and developed social media content including reels, posts, carousels, captions, and creative concepts.
- Assisted in planning and managing Meta Ads campaigns, including audience targeting, campaign objectives, funnels, and creative testing.

Call Center Agent, Clan Group Comunication

- Completed 6 months working on SEO campaigns, supporting website optimization and improving search rankings.
- Assisted with keyword research, on-page SEO, and content enhancements to boost organic traffic.

EDUCATION

Intermediate in I.com.

Punjab Group of Colleges

- Skilled in commerce, banking, and accounting.
- Strong analytical, communication, and teamwork abilities.
- Experienced in independent and collaborative projects.

Metric In Computer Science.

Pakistan Grammer School

- Pakistan Grammer School.
- Relevant coursework in Structural Design and Project Management.

ADDITIONAL INFORMATION

- **Languages:** English, Urdu, Punjabi.
- **Certifications:** Google Ads Creative, Google Ads Search, Innovista Marketing Course, Hitek Trainings Marketing Course.