



# FARDEEN KHAN

RESULTS-DRIVEN DIGITAL MARKETER AND E-COMMERCE EXPERT ✓

## About Me

With holding 5+ years Hands-on experience | I've Completed 1200+ Project in my career | Work with 7-Figure DTC brands Generated Over £25M+ Sales Growth for them | 10X+ ROI Achieved via Performance Marketing | 200+ SEO-Free websites are currently ranking on google 1st page

## Personal Details

Date of Birth  
07-12-2000

Nationality  
Pakistan

## Portfolio & Social Links

Website:  
[www.digitalfardeenkhan.com](http://www.digitalfardeenkhan.com)

LinkedIn:  
[@digitalfardeenkhan](#)

Instagram:  
[@digitalfardeenkhan](#)

Facebook:  
[@digitalfardeenkhan](#)

Twitter:  
[@IamFardeenKhan\\_](#)

## Contact Details

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Karachi, Pakistan

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+92-300-1080665

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## Experience

### Freelance Platform and all Social Media Channels

Pakistan (Remote)

Jan/2017 To Present

#### Digital Marketing and Ecommerce Expert

- Develop and execute digital marketing strategies to increase brand awareness, drive traffic, and generate leads for clients.
- Manage and optimize social media campaigns on platforms such as Facebook, Instagram, Twitter, and LinkedIn.
- Utilize SEO and SEM techniques to improve website ranking and increase online visibility.
- Develop and manage e-commerce strategies on Shopify, BigCommerce, and Amazon FBA to increase sales, improve customer experience, and streamline operations for clients.
- Conduct market research to identify product demand, competition, and industry trends.
- Optimize e-commerce website for user experience and search engine visibility.

### Frillsoft Ltd

United Kingdom (Contract)

Jan/2024 To Present

#### E-commerce Specialist

- Developed and articulated unique brand strategies and optimized product listings across Amazon FBA, Shopify, eBay, Etsy, and TikTok Shop.
- Monitored inventory, optimized logistics, and executed data-driven marketing campaigns to enhance sales and customer engagement.
- Conducted competitor analysis and maintained cohesive brand representation, fostering community engagement and customer satisfaction.
- Selected and set up marketplaces, tailored listings for local appeal, and ensured efficient order fulfillment and logistics management.
- Analyzed market data and feedback to drive continuous improvement and reported key metrics to inform business strategies.

### Mega Marketing Agency

Pakistan (On-Site)

Jan/2022 To Feb/2023

#### Media Buyer

- Develop and execute successful PPC campaign strategies across Facebook, Google, and Bing Ads platforms for B2B and B2C, including conducting keyword research, identifying target audiences, creating ad copy, and optimizing campaigns to drive traffic and increase conversions.
- Monitor campaign performance and report on key metrics to stakeholders using tools like Google Analytics, analyze ad performance metrics to identify areas for improvement, and provide regular reports summarizing campaign performance and highlighting insights and recommendations for future campaigns.

## Skills:

- Search Engine Optimization (SEO)
- Pay-Per-Click (PPC) Advertising
- Search Engine Marketing (SEM)
- Social Media Marketing (SMM)
- Email Marketing
- Content Marketing
- Affiliate Marketing
- Copywriting
- Microsoft Bing Ads
- Search Engine Optimization (SEMO)
- Google My Business (GMB)
- Marketing Analytics
- Conversion Rate Optimization (CRO)
- Shopify (PL, DS, POD)
- Amazon FBA (PL, MPL, WS, OA)
- Inventory Management
- Payment Gateways
- Integration
- Web Analytics and Reporting
- Marketing Automation
- Brand Management
- A/B Testing

## Why Choose Me?

- Adaptable
- Commutative
- Results-Driven
- Problem Solver
- Team Player
- Responsible

## Strengths?

- Creative pursuits
- Data analysis and research
- Teamwork and Collab's
- Networking
- Continuous learning and development

### Intesols

Australia (Remote)  
Aug/2021 To Aug/2022

#### PPC Ads and CRO Expert

- Develop and execute PPC campaigns across multiple platforms (e.g. Google Ads, Bing Ads, Facebook Ads, etc.) to increase website traffic, leads, and conversions.
- Conduct keyword research, ad copywriting, ad targeting, bid management, and performance analysis to optimize campaign performance and ROI.
- Analyze website data and user behavior to identify opportunities for improving website conversion rate and user experience.
- Design and implement A/B tests, landing page optimizations, and other CRO strategies to increase website conversions, lead generation, and revenue.

### Binative

Pakistan (On-Site)  
June/2019 To Aug/2020

#### Full Stack SEO Specialist

- Develop and execute SEO strategies across all digital channels, including websites, social media, and mobile apps, to improve search engine rankings and drive organic traffic.
- Conduct thorough keyword research and analysis to identify high-value keywords and optimize the website content to improve search engine rankings, as well as monitor and analyze website traffic to measure the effectiveness of SEO campaigns.

### Evestar

United States of America (Remote)  
Aug/2018 To April/2019

#### Ecommerce Specialist

- Develop and implement e-commerce strategies: Create and execute e-commerce strategies that drive revenue growth, improve customer acquisition and retention, and enhance the overall customer experience.
- Manage e-commerce operations: Oversee all aspects of e-commerce operations, including Shopify website development, Paid Marketing, order processing, inventory management, and fulfillment to ensure seamless and efficient operations.

### Bird Marketing

United Kingdom (Remote)  
Jan/2017 To June/2018

#### Expert-Level Digital Marketing Expert

- Develop and execute comprehensive digital marketing strategies to increase brand awareness and drive traffic, leads, and conversions for Bird Marketing's clients across various digital channels, including SEO, PPC, social media, email marketing, and content marketing.
- Analyze data, identify trends, and optimize digital campaigns to achieve and exceed KPIs, track ROI, and continuously improve the effectiveness and efficiency of Bird Marketing's digital marketing services.

### Digital Pick

Pakistan (On-Site)  
Feb/2016 To Dec/2016

#### Mid-Level Digital Marketing Expert

- Develop and implement comprehensive digital marketing strategies across multiple platforms to increase brand awareness, generate leads, and drive revenue growth.
- Analyze campaign performance metrics and adjust tactics to optimize ROI, including SEO, SEM, social media, email marketing, and content marketing.

# Education

## Dumlupinar university, Turkey

Bachelor in Business Administration.

Jan/2022 To Present

- Learned fundamental principles of business management, marketing, accounting, and finance.
- Developed critical thinking, problem-solving, and communication skills through group projects and presentations.
- Achieved a well-rounded understanding of business ethics and social responsibility.
- Explored various industries through internships and extracurricular activities, gaining hands-on experience in real-world business settings.

## Aptech

Diploma in Information Technology

July/2018 To July/2021

- Acquired knowledge and skills in programming languages such as Java, C#, and Python
- Developed expertise in database management and design using SQL
- Achieved proficiency in web development with HTML, CSS, and JavaScript
- Gained practical experience in software development through hands-on projects and industry-standard tools
- Obtained a comprehensive understanding of computer networks and cybersecurity fundamentals

## PPC University

PPC 101, 102, and Advance

Jan/2019 To June/2019

- earned the fundamentals of Pay-Per-Click advertising and gained practical knowledge in keyword research, ad copy creation, and campaign optimization.
- Advanced my PPC knowledge by learning advanced strategies for ad targeting, bid management, and tracking conversions.
- Achieved expertise in PPC by learning advanced tactics for campaign optimization, audience targeting, and budget allocation. Gained proficiency in the use of Google Tag Manager, Google Shopping, and Display Advertising.

## Alison

SEO Blueprint, PPC, and Shopify

May/2018 To Jan/2019

- SEO Blueprint Specialist certification from Alison, covering topics such as keyword research, on-page optimization, link building, and analytics.
- PPC Specialist certification from Alison, covering topics such as Google Ads, Bing Ads, and Facebook Ads. Learned how to create and manage effective ad campaigns, including targeting, bidding, and ad copywriting.
- Shopify Specialist certification from Alison, covering topics such as store setup, product listings, theme customization, and order fulfillment. Learned how to create and manage successful e-commerce stores on the Shopify platform.

## Simplilearn Alumni

SEO Specialist

May/2018 To July/2018

- Learned advanced techniques for keyword research, on-page optimization, and link building to improve website rankings and increase organic traffic.
- Achieved a deep understanding of Google Analytics and Google Search Console to track website performance and make data-driven decisions to optimize SEO strategies.

### HubSpot Academy

Digital Marketing 101 Basic to Advance

Apr/2017 To July/2017

- Learned foundational concepts in digital marketing, including inbound marketing, SEO, social media, email marketing, and content marketing. Achieved a strong understanding of how these channels work together to drive traffic, leads, and sales.
- Built upon the basic certification to gain deeper knowledge in advanced concepts like lead generation, conversion rate optimization, marketing analytics, and marketing automation. Achieved a mastery of how to use data to inform marketing decisions and drive continuous improvement in campaigns.

### StepUp Tech

E-commerce Specialist

Mar/2016 To Jan/2017

- Learned advanced e-commerce strategies, including SEO, social media marketing, and email marketing techniques
- Achieved a deep understanding of e-commerce platforms and tools such as Shopify, Amazon FBA, BigCommerce, WooCommerce, and Magento. Developed skills to design and manage online stores to optimize sales and customer engagement.

### DigiClick Institute

Digital Marketing Diploma

May/2015 To Nov/2015

- Learned essential digital marketing skills, including SEO, SEM, social media marketing, email marketing, and content marketing.
- Achieved proficiency in utilizing various digital marketing tools and platforms, such as Google Analytics, AdWords, and Facebook Ads, to optimize campaigns and drive conversions.

## Certifications

→ I've achieved more than 20+ Certifications, Badges, and licenses in my career. The main Certifications are listed below.

- Google Digital Marketing and E-commerce Professional Certification
- Google Search Ads Certifications
- Google Display Ads Certifications
- Campaign Manager Certifications
- Google Analytics Certifications
- Google Ads Measurement Certifications
- Google Shopping Ads Certifications
- Google GMB Certifications
- Google Ads Apps Certifications
- Google Ads Video Certifications
- Search Engine Marketing Certification by Great Learning
- Digital Marketing Certification by HubSpot
- SEO Certification by HubSpot
- Shopify VA Certification by StepUp tech
- Amazon FBA Certification by StepUp tech
- PPC Fundamental Certification by SEMrush
- SEO crash course certification by SEMrush
- Microsoft Advertising Shopping ads Certification
- Microsoft Advertising Shopping ads Badge
- Twitter Flight School Video Badge Certification by Twitter
- Amazon Sponsored Ads Certification
- Amazon Retailer for Advertiser Certification

## What is USP in me?

→ As a Digital Marketing and E-commerce expert is my ability to create a customized marketing plan that takes into account all aspects of your business. I believe in working closely with my clients to understand their business goals and create a marketing plan that is tailored to their specific needs. I also have expertise in multiple areas, which allows me to create a comprehensive marketing plan that covers all aspects of your business. Finally, my focus is always on achieving measurable results for your business, which ensures that you get a high ROI on your marketing investment.

## Hire me!

→ Thank you for taking the time to review my resume. As your digital marketing and e-commerce expert, I will help you harness the power of the online space to drive growth, increase sales, and expand your customer base. With my extensive knowledge and experience in the field, I will develop a customized strategy that aligns with your goals and maximizes your ROI.

You can count on me to stay up-to-date with the latest trends and best practices in digital marketing and e-commerce, ensuring that your organization or business stays ahead of the curve. And with my proven track record of success, you can rest assured that your online presence is in good hands.

Don't let your organization or business get left behind in the ever-evolving world of digital marketing and e-commerce.

Get in touch with me today to discuss how I can help your business or organization achieve its full potential online.