

MUHAMMAD BILAL JAMI

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DIGITAL MARKETER

A results-driven digital marketer with hands-on experience in managing online campaigns, content strategy, and audience engagement. Skilled in streamlining digital marketing processes to enhance brand visibility and conversion rates. Successfully led and executed data-driven campaigns across platforms such as Facebook, Instagram, and Google Ads. Expertise in project and time management, content planning, SEO, and performance tracking. Adept at collaborating with cross-functional teams, managing marketing calendars, and improving the overall digital presence of the organization.

PROFESSIONAL EXPERIENCE

TechLift Game Train

Apr 2022 - Sep 2022

Frontend Designer

MERN Full Stack Development Internship
at TechLift Lahore.

Responsibilities:

- Designing User Interfaces (UI):
- Translating Design into Code:
- Ensuring Responsive Design:
- Working with Developers:
- Optimizing UI Performance:
- Conducting Design QA:
- Staying Updated on Trends:
- User-Centered Design Approach:

Magzel Dev Company

Oct 2022 - Dec 2022

Frontend Designer

Frontend Design and Development
at Magzel Dev Company, Lahore.

Responsibilities:

- Build Pixel-Perfect UIs:
- Ensure Responsive Design:
- Maintain Cross-Browser Compatibility:
- Optimize Website Performance:
- Use JavaScript for Interactivity:
- Maintain Reusable Code:
- Work with Designers and Developers:
- Version Control:

EWebCraft Company

Jan 2023 - Feb 2024

SEO Executive and SM Marketing

SEO Executive and Social Media Marketing
at EWebCraft Lahore.

Responsibilities:

- Keyword Research:
- On-Page Optimization:
- Competitors Research
- Performance Tracking:
- Content Freshness:
- Content Planning & Scheduling:
- Meta Ad Campaign Management:
- Analyse and Create Report:

DigiPro Agency

Mar 2025 - Present

SEO & Performance Marketing

Social Media & Performance Marketing
at DigiPro Agency Lahore.

Responsibilities:

- Plan & Execute Paid Campaigns:
- Audience Targeting & Segmentation:
- Content Planning & Scheduling:
- Budget Management:
- Analyze Campaign Performance:
- A/B Testing:
- Market & Competitor Analysis:
- Cross-Team Collaboration:

EDUCATIONAL EXPERIENCE

Matriculation in Science

Apr 2011 - Mar 2013

BISE Multan

City Lodhran

Major Subjects:

- Physics:
- Chemistry:
- Electrical:

Intermediate in Computer

Jun 2013 - Aug 2015

BISE Multan

City Lodhran

Major Subjects:

- Computer:
- Mathematics:
- Economics:

Bacholar in Computer Science **May 2015 - Aug 2017**
Islamia University Bahawalpur
City Bahawalpur

Major Subjects:

- Artificial Inteligency:
- Compiler Construction:
- Analysis of Algorithms:
- Computer Graphics:

Master in Computer Science **Oct 2018 - Feb 2022**
Islamia University Bahawalpur
City Bahawalpur

Major Subjects:

- Programming Fundamental:
- Data Structure Algorithms:
- Web Programming:
- Computer Graphics:

HOBBIES

- Traveling
- Reading History
- Personal Branding
- Islamic Concepts
- Digital media/YouTube
- Poetry

KEY COMPONENTS

- Strategic Thinking
- Audience Understanding
- Creative Skills
- Data-Driven Approach
- Scheduling
- Problem-solving
- Decision making
- Digital system setup
- Negotiations

TOOLS

- Meta Business Suite
- Meta Ads Manager
- Meta Ads Library
- Google Sheets
- Google Trends
- Canva
- CapCut
- Ahrefs
- SEMrush
- MozPro
- Keywords Everywhere
- Google Planner
- Google SERP
- VS Code editor
- AI Tools like ChatGPT, Google Gemini, etc.

LANGUAGES

- Urdu
 - English
 - Punjabi
 - Saraiki
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