

Osama Rashid Chaudhary

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Skills

- Pay-Per-Click (PPC) Advertising | Social Media Marketing (SMM) | Email Marketing | Content Marketing | Google Ads | Meta Ads
- Conversion Rate Optimization (CRO) | Social Media Analytics | Online Reputation Management | A/B Testing | Media Buying
- Lead Generation | Testing and Optimization | Marketing Automation Tools | Website Development | Ecommerce | Graphic Design

Experience

Co-Founder IntelliResponse *Lahore, Pakistan* **02/2024 - Current**

- Executed the **company's vision**, positioning IntelliResponse as a leader in **AI-driven** review management.
- Managed digital **marketing, content creation, and social media campaigns**.
- Developed features like **AI-generated** responses and **multilingual support**.
- Expanded **customer** base in emerging markets through **market analysis**.

Digital Marketing Lead Creatvz *Lahore, Pakistan* **08/2022 - 01/2024**

- I help companies work seamlessly by providing affordable & efficient digital teams through our agency services

Digital Marketing Manager Ideate Growth *Lahore, Pakistan* **01/2023 - 08/2023**

- Developed and implemented digital marketing strategies for 3 distinct brands, specializing in online **women's dresses, men's made-to-measure tailoring, and ready-made** clothes.
- Managed **end-to-end social media campaigns**, including **content creation, scheduling, & analytics tracking** across multiple platforms.
- Created and optimized targeted online ads to maximize ROI and enhance brand awareness on platforms such as **Google Ads, Meta Ads**
- Achieved a **150%** increase in **website traffic** for the women's dresses brand. Generated a **200%** boost in social media engagement for the men's made-to-measure tailoring brand. Realized a **30%** rise in online sales for the ready-made clothes brand.

Digital Marketing Specialist, Contract ITEC *Lahore, Pakistan* **08/2022 - 07/2023**

- Managed social media presence and executed ad campaigns for a training institute focused on promoting entrepreneurship, driving a **40%** increase in student enrollment and growing the institute's customer base.
- Utilized analytical tools to measure campaign success, achieving a **25%** increase in conversion rates through data-driven optimizations.

Founder Dobuy Store Pvt Ltd *Lahore, Pakistan* **03/2017 - 03/2022**

- Founded and managed **DOBUY**, overseeing all facets of the business from **vendor relationships, rider onboarding, logistics, and inventory management** to social media management, **graphic design, customer support, and business expansion**.
- Spearheaded **local rider teams** across multiple **cities**, ensuring efficient **30-minute delivery times** for a range of products including **food delivery, groceries, bakery goods, and medicines**.
- Launched an **ecommerce** store with a streamlined **3-day delivery** system, resulting in a **50%** increase in customer satisfaction and a **40%** growth in sales within the first quarter of operation.

Digital Marketing Specialist FRESME *Lahore, Pakistan* **08/2018 - 03/2020**

- Developed and executed digital marketing strategies for various clients at Fast Resource & Management Enterprises, resulting in noticeable increases in **website traffic, social media engagement, and online sales** for multiple clients.

Education

Bachelor of Business Administration University of Management and Technology (UMT) *Lahore, Pakistan* **08/2017 - 12/2021**

Certifications

- **Digital Marketing Foundations:** LinkedIn Learning
- **Learning PPC with Google Ads:** LinkedIn Learning
- **Personal Branding with Dekker:** Udemy
- **Time Management Tips:** : Udemy

Projects

- **Dusty Reel Creative, Pakistan:** Developed and designer website, conducted marketing campaigns to increase visibility
- **Orbit Conveyancing, Australia:** Developed and designed website, conducted marketing campaigns to increase lead generation.
- **HighStar Yanbu, Kingdom of Saudi Arabia:** Designed and developed marketing campaign for increased sales.
- **WafaTaiba, Kingdom of Saudi Arabia:** Managed "Google Ads Traffic Boost" campaign to increase website traffic.
- **The Wed Works, United States:** Conducted marketing campaigns targeting the USA wedding niche.
- **HyeTech Global, Kingdom of Saudi Arabia:** Managed marketing to boost IT sales.

Others

- **Language:** Urdu, Punjabi, English