

BILAL IBRAR



DIGITAL MARKETING EXPERT

Islamabad, Pakistan
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ACHEIVEMENTS

Secured and managed full season sponsorships leading to increased listenership for Millo Podcasts [freelancetofounder](#) and [freelancelifepodcast](#)

Executed successful sponsored emails campaigns for FreshBooks, DesignCuts, Semplice, UGURUS, and Bonsai

Page admin of the official 'Formula-E Pakistan' Facebook Page

SKILLS/CERTIFICATIONS

- ★ Inbound Digital Marketing Certified by Hubspot
- ★ Email Marketing Certified by Hubspot
- ★ Advanced SEO Certified by Moz

Strong knowledge of Google Analytics, Google Adwords, Adobe Photoshop, Adobe Illustrator, Hubspot CRM, MailChimp, WordPress, Hootsuite

Hobbies: PC Gaming, Formula 1 and Motorsports in general.

ABOUT ME

Creative, resourceful and a flexible Digital Marketing professional with an infectious enthusiasm for technology.

Over 7 years of experience in Social Media / Digital Communication / Content Management / Email Marketing / E-commerce Solutions / Online Community Management / Inbound Marketing / Lead Generation / Business Development

EXPERIENCE

MANAGER CONTENT AND SPONSORSHIPS at Millo.co

Remote, United States [April 2016 – Present]

- Managing a team of super-talented folks to deliver quality content to Millo's community of creative entrepreneurs and freelancers.
- Overseeing editorial calendar, managing authors and vetting/working with guest authors to ensure quality content along with managing sponsored posts in co-ordination with Millo CEO
- Content development across multiple platforms including blog, social media and other assets
- Execute email marketing campaigns end-to-end for companies like FreshBooks, Bonsai, DesigCuts, picjumbo - manage email lists and databases and develop weekly/monthly newsletters.
- Manage podcasts by Millo.co - Responsible for podcast content and airing schedule for [freelancetofounder](#), [myfreelancelife](#) and [SideGig](#).

SPECIALIST DIGITAL/SOCIAL MEDIA & PR at wi-tribe Pakistan

Islamabad, Pakistan [December 2013 – July 2017]

- Responsible for wi-tribe Pakistan's official social media accounts including content/community management, customer support and communication.
- Management of wi-tribe's digital media campaigns
- Handle company's complete Internal & External communication on Website/Social Media/Digital/Email/SMS/Newsletters/POS etc.
- Management of wi-tribe's official website. Scrutinize incoming traffic, optimize for SEO, and overall Inbound reporting.

Freelance Writer at Maven Logix

Islamabad, Pakistan [July 2013 – December 2013]

- Responsible for editorial content for company's projects ArtGaga /HealthyCaterpillar /WriteaWriting /LostinTechnology
- Managed a 6-member team remotely overseeing content management

MARKETING EXECUTIVE at 2F2F Karting Track

Islamabad, Pakistan [October 2012 – May 2013]

- Managing the facility's social media assets & maintenance of website
- Responsible for the facility's adherence to international race-track standards

ONLINE MARKETING EXECUTIVE at Allainet

Islamabad, Pakistan [September 2010 – June 2012]

- Managing company's official social media assets
- Content writing and SEO optimization of company owned blogs

EDUCATION

MBA MARKETING [2010 – 2011]
Bahria University, Islamabad
CGPA: 3.33

BBA MARKETING [2006 – 2009]
Bahria University, Islamabad
CGPA: 3.33