

JUNAID AKRAM

MARKETING PROFESSIONAL



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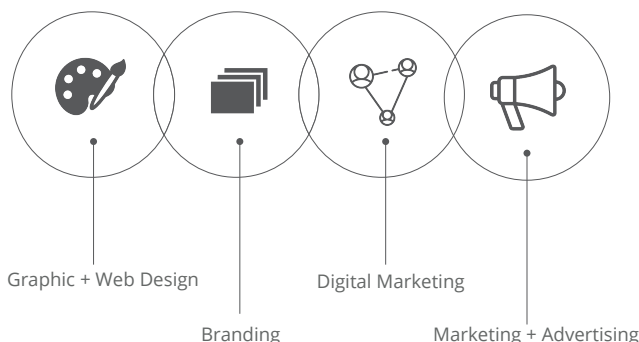
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PROFILE SUMMARY

Marketing professional with a strong background in digital marketing. Experienced in liaising with all levels of stakeholders, producing hyper-targeted ad campaigns and analyzing all marketing efforts and using data to maximize results.

Take a look below and see why we should work together!

MY SPECIALITIES



TECHNICAL SKILLS

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Sales Force
- Google Analytics
- Microsoft Office
- WordPress
- Facebook Ads
- Google Adwords
- Google Data Studio
- AdLuge
- Social Media Marketing
- Zapier
- SEO

LANGUAGE SKILLS



EDUCATION AND CERTIFICATIONS

June '15

BACHELORS OF COMMERCE (B.COM) | YORK UNIVERSITY

Extra-Curricular Activities: York DECA; Director of Communications
New Marketing Students Association (NMSA)

May '17

SOCIAL MEDIA MARKETING CERTIFICATION | KNOWLEDGE SOCIETY

Effectively integrate social media marketing methods across the overall marketing and communications strategy of an organization or brand.

July '18

GOOGLE ANALYTICS INDIVIDUAL CERTIFICATION | GOOGLE

Understanding of planning and principles; implementation and data collection; configuration and administration; conversion and attribution; and reports, metrics, and dimensions.

July '18 - July '19

ADWORD SEARCH CERTIFICATION | GOOGLE

Effectively creating, managing, measuring, and optimizing search ad campaigns across the Search Network.

WORK EXPERIENCE

January '18 - Present

DIGITAL MARKETING MANAGER | CREPE DELICIOUS

- Oversee all digital marketing initiatives for Crepe Delicious and partners Cashew and Clive and The Showroom venue
- Create and implement SEO practices to grow organic awareness and analyze data to provide recommendations to increase growth process
- Created a digital marketing and KPI structure to measure effectiveness of digital presence for all 3 brands and implement strategies to increase it
- Develop and monitor budgets and increase ROI through paid advertising
- Manage and oversee digital marketing strategies with key stakeholders of shopping centres and other third-party platforms for Crepedelicious
- Directed and implemented a new brand strategy for The Showroom Venue including a new responsive website and maintained brand consistency for SM
- Oversee all social media platforms (Facebook, Twitter, Instagram) for the 3 brands and created a strategy to ensure that core message is consistent

January '17 - January '18

MARKETING COORDINATOR | DIGITAS ECHO

- Direct digital marketing strategies and campaigns for real estate clients and other large companies to increase their awareness, sales, revenue and etc.
- Manage multiple campaigns and data daily in a timely manner
- Develop content marketing strategies on LinkedIn, Facebook, Instagram, Google+, Twitter, etc. as well as management tools such as Hootsuite Pro
- Create website content, SEO strategy and thorough website auditing
- Developing and tracking KPI's that resonate with brand growth for clients (Reach, CPC, CTR, Conversions/Purchases, Revenue)
- Meeting weekly with clientele and authority members to discuss long-term and short-term goals

August '15 - January '17

DIGITAL MARKETING SPECIALIST | SOFTALGO

- Digital management of multiple clients including creative work
- Used SEO strategies to improve client search rankings by 22% (blog writing, keyword search, content development etc.)
- Oversee all social media and website activity
- Provide administrative and creative support to Creative Directors and Managers
- Assisting in developing marketing and social campaigns that drive brand and product awareness (promoted social media ads, email campaigns etc.)
- Helped client company gain 30% more brand salience using print and digital format advertising
- Conducting market research to determine new industries to be targeted for sales approach (A/B testing, mobile marketing, consumer behaviour)
- Generating monthly analytical reports, tracking SEO, social media analytics, promoted ad analytics