

PORTFOLIO

Muhammad Bilal Awan

Marketing Professional





About Me

As a Marketing Manager, my role is to build successful relationships with outside stakeholders and maintain a consistent brand image. Understanding your audience and using data-driven strategies help me stay customer-focused. I have a strong passion for marketing communication and building brand image.

Education

2016 – 2018

SZABIST (Karachi)

M.B.A

in Marketing & Integrated Communication

2012 – 2016

SZABIST (Karachi)

Bachelors of Business Administration in
Marketing & Brand Management

2023

Google Specialization

Google Digital Marketing & Ecommerce
Professional Certificate

Experience

2019 – Present

Data Science Dojo

Marketing Manager

2018

TCS Private Limited

Customer Success Executive

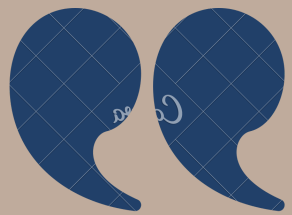
2017

Amadeus IT Group

Sales & Marketing Executive (B2C)

My Project

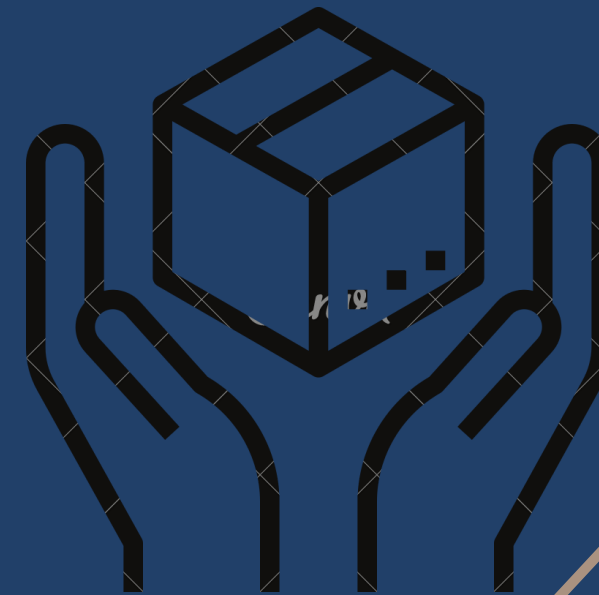


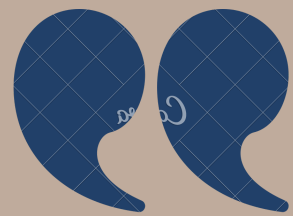


New Product Launch

Instructor-led Live Training for Data Science Courses

- Designed end to end marketing campaign for launching data science training in an instructor-led remote format during the Covid-19 pandemic.
- Client wanted to move into an online space from an in-person training environment.
- Successfully launched the integrated marketing campaign which included email marketing, social media outreach, Advertising campaigns and lead nurturing.
- Campaign resulted in over 27k contacts influenced, 993 deals closed worth \$2.57 million over the span of 2 years.





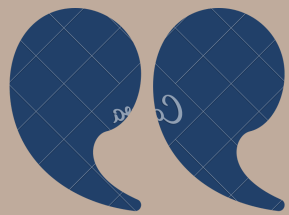
Social Media Marketing

Audience and Engagement Growth

- Social media marketing that resulted in growth of 128% in audience size. 165069 new subscribers on all social platforms for the client.
- 76% increase in interaction compare to the previous year on Twitter, Facebook, LinkedIn and YouTube channel.
- 271 % increase in the number of shares and retweets.
- 241% increase in number of impressions, from 0.5 million to 1.8 million impressions on Facebook.
- 181% increase in sessions generated from social media over 50k sessions.
- 1.2 million views on YouTube, 21K new subscribers and 106k hours of watch time over a period of one year.



Advertising

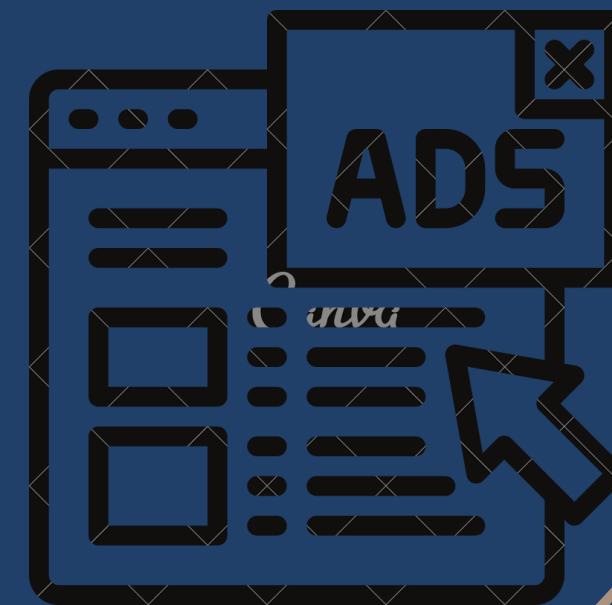


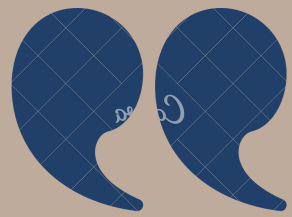
Facebook Ads

- Successfully advertised multiple data science products using Facebook Ads.
- Retargeting of interested leads for the program using FB retargeting ads.
- Campaign resulted in over 2.5 million impressions and 0.8 million reach with 23k results.
- Total spend of \$4737 resulted in generating deals worth \$633770 with a ROI of 13279%.

LinkedIn Ads

- Successfully launched LinkedIn targetted sponsored message campaign.
- Campaign resulted in impressions of 279 with 166 clicks CTR of 60%.
- Ad spend of \$100 resulted in revenue being generated of \$18879.





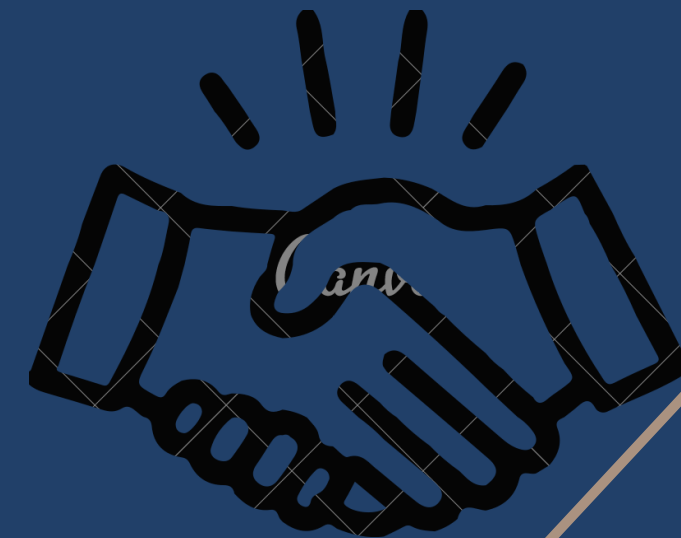
B2B Partnerships

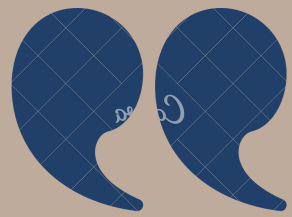
Financing Partners

- Successfully onboarded financing partners for client's data science learning programs.
- With the help of financing partners, students are able to register for training without having to worry about finances.
- Uptick in registration for client's program with an increase in flexibility for tuition payments.
- Collaboration in marketing outreach resulted in increase in sales revenue for the programs.

Learning Partners

- Successfully initiated a partnership deal with a learning management company.
- With the help of this partnership, client was able to scale its learning products and offer it to larger audience.
- Access to over 15+ million new learners.





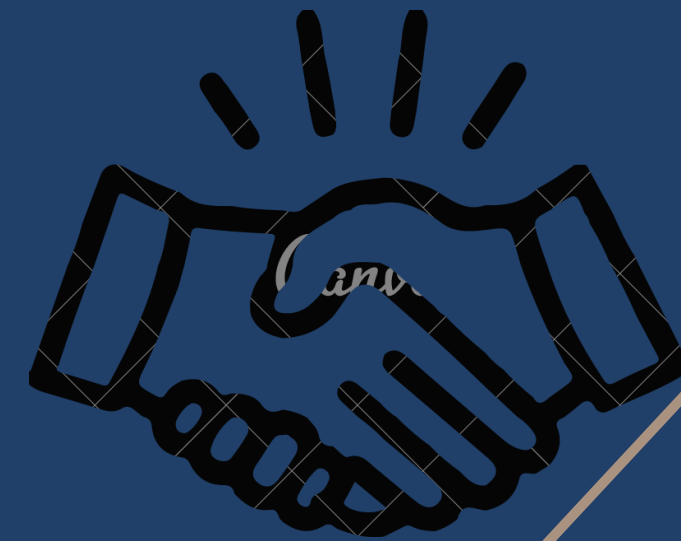
Customer Reviews

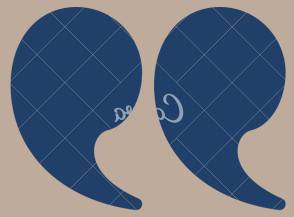
Goals

- Increase number of customer reviews on the website
- Increase number of reviews on 3rd party review sites
- Improve data science bootcamp rating on 3rd party review sites
- Increase number of both text and video testimonials from customers.

Accomplishments

- Increase number of reviews from 25 to over 100 in a period of 1 month.
- Improved rating of Data Science Dojo's bootcamp to 4.95/5 and rated it as Best Bootcamp of 2021 by Switchup.
- Improved Data Science Dojo bootcamp rating on CourseReport to 4.85.
- Increase number of video testimonials on brand's website.
- Significantly contributed to sales revenue due to increase word of mouth and higher rating on bootcamp review sites.



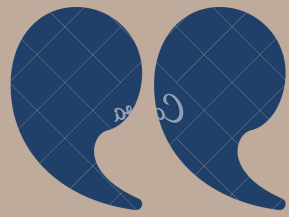


Certifications

- Google Digital Marketing & E-commerce Professional Certificate
- Marketing in a Digital World (Coursera)
- Content, Advertising & Social IMC (Coursera)
- Introduction to SEO (Coursera)
- Email Marketing Certified (HubSpot Academy)
- Lead Nurturing Certified (HubSpot Academy)
- Analyzing Marketing Campaigns (HubSpot Academy)
- Analyzing Marketing Campaigns (HubSpot Academy)
- HubSpot CMS for Marketers (HubSpot Academy)
- English Proficiency Certificate (The American Academy)
- Amadeus GDS Reservation & Ticketing
- Microsoft Access Certification (SZABIST)
- Customer Services Certification by TCS
- Frictionless Sales Certified (HubSpot Academy)
- HubSpot Sales Software (HubSpot Academy)
- Sales Enablement Certified (HubSpot Academy)



View complete list of certificates [here](#).



Awards & Recognition

- Merit Scholarship during the BBA program for securing the highest semester GPA.
- Merit Scholarship during final year MBA program.
- Certificate of Appreciation from Rotaract Club of SZABIST.
- Certificate of Appreciation from SZABIST Lions Club.
- Recognition from Ufone GSM for implementing SOPs for franchise service improvement.
- Recognition from Data Science Dojo for improving outreach and customer review metrics.
- Recognition from Data Science Dojo for overall good sales performance.



Contact Me



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<https://bit.ly/3J78kdJ>

