



HASSAN ABBASI

DIGITAL MARKETING STRATEGIST

PROFILE

A Marketing Strategist with hands-on 3yrs+ experience in Social Media Marketing, Paid Ads Management, and Client Acquisition. Skilled at creating data-driven campaigns that boost brand visibility, increase ROI. Worked with 70+ international clients through freelancing platforms and agencies, delivering impactful digital solutions. Passionate about helping businesses grow by combining creativity with analytical strategies.

WORK EXPERIENCE

Upwork

2024 - PRESENT

Marketing Specialist

- Managed and optimized Facebook, Instagram & Google Ads campaigns, achieving up to 5-8x ROI for service-based and e-commerce businesses.
- Designed and executed data-driven marketing strategies, including content planning, sales funnels, and retargeting campaigns.
- Built strong client relationships through clear communication, timely delivery, and measurable business growth results.

Rapid Digitals

2023-2024

Media buyer

- Create and manage the marketing budget, ensuring efficient allocation of resources and optimizing ROI.
- Oversee market research to identify emerging trends, customer needs, and competitor strategies.

6THCreation Agency

2022 - 2023

Social media specialist

- Developed and executed content strategies that boosted engagement by up to 90% in 4 months. • Ran targeted Facebook & Instagram ad campaigns, achieving 4-7x ROI for clients.
- Collaborated with design and content teams to create high-performing visuals & copy.

CERTIFICATION

LinkedIn Advertising Fundamentals Certification

From : LinkedIn (All certificates Listed on my website)

Fundamentals of digital marketing

From: Google

Professional Diploma in Digital Marketing

From: IDM Pakistan

CONTACT

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EDUCATION

ADP of Sales & Marketing
Virtual International university

FSC in Computer science
Punjab college Islamabad

SKILLS

- Project Management
- Paid Ads
- Content Creation
- Campaign management
- Leadership
- Effective Communication
- Social Media Management
- Digital Marketing

LANGUAGES

- English (Fluent)
- Urdu (Fluent)