

Wasit Khan

Digital Marketing Executive



Work Experience



Digital Marketing Specialist

Pin & Ark Advertising, a global advertising firm that specializes in reaching online audiences

August 2019 to May 2022 (2 years, 9 months)

- Achieved a 30% increase in social media followers by developing a strong content strategy that led to a 5% growth in sales within six months
- Increased B2B and B2C partnerships by 5% by overseeing marketing campaigns from planning to optimization
- Boosted clients' brand recognition by 10% by developing new ideas and content marketing strategies



Sales and Marketing Assistant

Schuester Digital Media Group

November 2020 to January 2022 (1 year, 2 months)

- Increased organic site traffic by 79% by developing and executing digital marketing content strategies
- Increased our client base by 5% by establishing partnerships with advertisers
- Worked on sales proposals and online marketing campaigns



Contact Info

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- +92-349-7691-628

Relevant Skills

- **Search Engine Optimization**
- **Social Media Management**
- **Web Content Writing**



Education History



Master of Science in Marketing

Institution: University of Roseton

Year of Graduation: 2020

- Best Thesis
- Awardee, Roseton Scholarship



Bachelor of Arts in Literature with a Minor in Creative Writing

Institution: De Loureigh University

Year of Graduation: 2016

- Cum Laude
- President, De Loureigh Debate Club
- 1st Place, 2015 Best Short Story

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Volunteer Work, Awards, Affiliations, and Interests



Volunteer Social Media Coordinator

Institution: Lily River Children's Foundation

2021 to Present

I handle the foundation's social media pages. I also implement online campaigns to drive adoption rates up.



Young Marketer of the Year Award

Institution: Talens Marketing Association

2023

I was recognized for my achievements as a role model in brand building, digital marketing, and innovation.

