

# Jawad

# K H A N

## DIGITAL MARKETING SPECIALIST

### OVERVIEW

I'm a passionate marketer with a 360° approach. I enjoy observing and understanding the behavior behind actions, whether it's a like or a purchase.

When I'm not working, I love immersing myself in the world of cinema, getting carried away by stories.

I also enjoy experimenting with food, and I like traveling to discover new landscapes and cultures.

Creativity is the common thread that ties all my passions together, always pushing me to seek new ideas and original solutions.

### HARD SKILLS

- Social Media (Instagram, TikTok, Facebook, LinkedIn)
- Seo
- Brand Strategy
- Social Advertising (ADV)
- Email Marketing
- Data Analysis (Google Analytics 4 GA4, Excel & NotJustAnalytics)

### LANGUAGES

Italian



English



Portfolio

[My Portfolio](#)

Contacts

389 012 9491

[provatkmail@gmail.com](mailto:provatkmail@gmail.com)

[LinkedIn](#)

## PROFESSIONAL EXPERIENCES

### Ecommerce Manager

SellMasters | 2023

- Web Strategies, SEO Optimization, and Customer Management on Shopify

### Social Media Manager (SMM) & Social Media Strategist

@hollypop\_tm | Personal Project | May 2022

- +17k organic followers, creating content consistent with Brand Positioning strategies, SWOT analysis, and Benchmark analysis for Instagram and TikTok. Definition of Editorial Strategy and Editorial Calendar. Analysis of the performance of individual content
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- Analysis of the performance of individual content
- Community Management

### Social Media Manager

Visione Agency | November 2020 - December 2022

- Social Strategy and Editorial Plan
- Content Creation and Community Management
- Social Campaign Management (Meta Ads), Metric Monitoring and Campaign Optimization

### Digital Marketing Specialist & Social Media Manager

Freelancer | 2018

- Editorial Plan, Content Performance Analysis, Benchmark Analysis, Brand Positioning for Facebook, Instagram, TikTok
- SEO Strategies and Optimization for Search Engines
- Data Analysis (Google Analytics, NJA)
- Wordpress
- Content Creation

## EDUCATION AND TRAINING

### start2impact University

Master in Digital Marketing | 2022

21 practical and individual projects on *Copywriting, Graphic Design, Social Media, Email Marketing, Funnel Marketing, Social Advertising (ADV), Google Ads, Google Analytics, Photo Editing*

### University "La Sapienza"

Bachelor's Degree | 2021

*Communication, Technologies, and Digital Cultures*

## SPECIALIZED COURSES

### Meta / Facebook Blueprint | eLearning

Digital Marketing Associate, Creative Strategy Professional, Media Planning Professional, Media Buying Professional | 2022

### Google Digital Training

Digital Marketing | 2021

### start2impact University

Seo Specialist | 2021

*Seo Copywriting, Seo Audit, Excel, Google Analytics, Data Studio*

### Skillshare

### Learnn