

WASEEM KARIM

Digital Marketing and Creative

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SUMMARY

I have 10 years of experience in digital marketing, as well as strong leadership skills and a track record of success. I'm currently looking for a position that will allow me to use my extensive skills and experience to find new clients and develop online strategies that will help businesses grow.

EXPERIENCE

Senior Digital Marketing Manager 2020 - Present
[Gravito Inc.](#) San Francisco, CA

- Restructured digital marketing department to reduce turnover by 30% and enhance revenue per employee by 85%
- Partnered with leading advertising brands to boost ad revenue by 400% over 12 months
- Managed \$2MM digital marketing budget for advertising and digital PR campaigns

Digital Marketing Manager 2018 - 2020
[Gravito Inc.](#) San Francisco, CA

- Grew organic blog traffic by 230% in 5 months after fully revamping SEO content publishing pipeline
- Grew social media engagement on Twitter and TikTok by an average of 200% within the first 3 months
- Launched a series of viral social media posts that brought features in top USA publications such as Entrepreneur, Business insider, and Wired

Marketing Specialist 2016 - 2018
[Mythic Production](#) San Francisco, CA

- Led a cross-department team of engineers and marketers to launch first-ever VR webinar for 500 key accounts in the automotive niche
- Launched several global PR campaigns to increase brand recognition by an average of 5% in European and Middle East markets
- Grew marketing department from 5 to 50 people while increasing average department ROI

EDUCATION

Adp Computer Science 2021 - 2023
[University of Central Punjab](#)

FSC 2019 - 2021
[Govt boys Degree college](#)

ACCOMPLISHMENTS

 **Partnerships**
Boosted 400% advertisement revenue in a year

 **Team Management**
Reduced turnover by 40% while improving employee efficiency by 85%

STRENGTHS

 **Active Learning**
I love reading and learning new things to improve myself and be tuned with dynamically changing world and trends.

 **Decision-Making and Time Management**
I like to analyse data, find a simple direction and goal, make a plan of actions in order to fit in a deadline, and execute it.

PROJECTS

Smartinnovations

A personal project of mine, that reached about 1million of sales in 2 month executing well-timed content marketing campaigns

<https://smartinnovations.com>