



Khayyam Riaz

Dubai, UAE

+971 50 439 3825

Email: Contact@khayyamriaz

Innovative and performance-driven Digital Marketing Strategist with a knack for crafting data-backed campaigns that captivate audiences and deliver exceptional results. Passionate about blending creativity with analytics to develop strategies that amplify brand visibility, enhance customer engagement, and boost ROI. Adept at transforming complex marketing challenges into growth opportunities using SEO, PPC, social media, and cutting-edge digital tools.

Educational Background

Pakistan

Islamabad

Bachelor's Degree in IT

Apex College

Gujranwala

Matric & Intermediate

2020

Azad Chai Wala Institute

Islamabad

Digital Marketing Course

Skills & Proficiencies

- Social Media Marketing
- Interpersonal communication skills
- Content creation
- Ads Manager
- Wordpress
- SEO optimization
- Paid Advertising
- MS office Knowledge
- Pay-Per-Click (PPC)
- Patience
- Empathy

Work Experience

Social Media manager

Azad Chai wala

Islamabad, Pak

- Maintain social presence for Fobrexia international creating effective marketing campaigns & generating sales.

Marketing Strategist

Rohtas Marketing Agency

Islamabad, Pak

- Maintain social media accounts for clients, making strategy for ads and generating qualified leads for real estate projects.

Online Courses

Digital Marketing Courses

Gujranwala, Pak

- Developed a specific curriculum for social classes
- Assisted students in learning new materials in the digital world.

Volunteer Work & Certification

Google skill shop

Social media marketing

Various certificate from google skill shop online in ads manager and social media marketing

Azad Chai Wala institute

Digital and Email Marketing Certificate

Attended online certification course to strengthen content creation and marketing skills.