



# Khayyam Riaz

Dubai, UAE

+971 50 439 3825

Email: Contact@khayyamriaz

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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.

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## 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.