



# AWAIS BHATTI

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## LANGUAGES

English: Fluent  
Hindi: Fluent  
Urdu: Native  
Punjabi: Native  
German: Beginner

## HOBBIES

Reading - Traveling - Volleyball -  
Fitness - Chess

## SOFT SKILLS

- Leadership Skills
- Personal Integrity
- Negotiation Skills
- Problem Solving Skills
- Strong Work Ethics
- Adaptability

## ABOUT ME

I am an ambitious, analytical, and tech-savvy Digital Marketing Manager with over 6 years of hands-on experience in conceptualizing to implementing digital marketing strategies. I am very advanced in executing marketing operations, identifying new audiences, executing performance campaigns, analyzing data, creating actionable insights, email marketing, and search engine optimization (SEO).

## EXPERIENCE

### Senior Digital Marketing Manager

**Company:** Biochem – **Location:** Berlin, Germany  
**From:** October 2022 – **To:** Present

### Head of Digital Marketing

**Company:** Arcensus GmbH – **Location:** Berlin, Germany  
**From:** September 2021 – **To:** September 2022

- Recruiting, Leading, Motivating, and Educating the Digital **Marketing Team** to Maximize Performance
- Designing and Implementing Digital **Marketing Strategy**
- Managing and Executing the Overall **Brand Direction**
- Designing, Testing, and Validating **Customer Personas** and **User Journeys** with A/B Testing and Analytics
- Designing and Implementing **Email Automation** with CRM
- Collaborating with different **Stakeholders** including Product, Finance, HR, and External Agencies
- **Reduced 40% Expense** of Performance Marketing Agency
- Planning, Advertising, and Organizing **Trade Fairs** and Webinars to Raise Awareness and Support Sales
- Drafting and Distributing **Press Releases**
- Analyzing Data, Developing Actionable Insights, and **Reporting to C-Level** on Progress and Challenges

### Online Marketing Manager

**Company:** AMONOVA GmbH – **Location:** Bremen, Germany  
**From:** March 2020 – **To:** June 2021 – (1 Year 4 Months)

- **Initiated Digital Marketing** from Scratch by Establishing Ad Accounts, Analytics, and Conversion Tracking, etc.
- Established Standard Digital **Marketing Processes**
- Created **new Revenue Stream** with Performance Marketing
- Identified and Refined Niche **Audience Segments** and Generated Highly **Qualified Leads**

## PRIMARY SKILLS

- Marketing Strategy
- Email Marketing
- Social Media Marketing (SMM)
- Search Engine Marketing (SEM)
- Search Engine Optimization (SEO)
- Market & Competitor Research
- Lead Generation
- Brand Building
- Marketing Automation
- Project Management
- Graphics Designing
- Web Design & Administration

## MARKETING TOOLS

- Google Ads
- Google Analytics
- Google Tag Manager
- Google Search Console
- Google Workplace
- Facebook Ads
- Facebook Pixel
- LinkedIn Ads
- Mailchimp
- Bing Webmaster
- Hotjar
- Asana
- Trello
- Figma
- Miro
- Zapier
- SpyFu
- Similarweb
- Moz
- SEM Rush
- Screaming Frog
- Answer the Public
- Corel DRAW
- Corel Video Studio
- Adobe Photoshop

- Developed, Analyzed, and Optimized Highly Engaging **Landing Pages** with A/B Testing
- Developed **new Customer Base** with Precisely Targeted Lead-Gen Campaigns and Implemented **CRM Nurturing**
- Increased **Organic Visibility** with On-Page SEO

## Digital Marketing Executive

**Company:** AECS MED – **Location:** Dubai, United Arab Emirates  
**From:** January 2018 – **To:** October 2019 – (1 Year 10 Months)

- Re-Designed the Entire **Digital Marketing** Structure of the Company to Improve Performance
- Increased **Email Signups by 250%** with Precisely Targeted Performance Marketing Campaigns
- Increased **Cross-Selling by 20%** with Email Marketing and Performance Re-Marketing Campaigns
- Improved **Search Rankings** with On-Page and Off-Page **SEO**
- Gained Competitive Advantage with Market, Keyword, and Competitor **Research**
- Managed and Optimized **Social Media** Accounts
- Designed Engaging **Graphic** and Video Content
- Developed and Maintained the **New Website**
- Assisted in Organizing over **30 International Medical Conferences**

## Social Media Specialist

**Company:** Shahi Sawari – **Location:** Lahore, Pakistan  
**From:** January 2016 – **To:** September 2017 – (1 Year 9 Months)

- Managed **Social Media** Accounts
- Monitored **Ad Performance** on Google and Facebook
- Maintained Website and **On-Page SEO**
- Prepared **Analytical Reports**
- Conducted Detailed **Keyword Research**
- Managed **Customer Support** on Social Media
- Designed **Graphics** Resources (both Digital and Offset)
- Designed **Landing Pages** and Android App Mockups

## Graphic Designer, Web Designer & Developer

**Company:** Freelancer.com – **Location:** Remote  
**From:** July 2014 – **To:** August 2017 – (3 Year 2 Months)

- Designed Logos, Banners, Flyers, Brochures, Ads, and Website / App Mockups
- Designed and Developed Websites
- SEO for Websites
- Designed Business Presentations

## SECONDARY SKILLS

- UX / UI Design
- Video Editing
- HTML
- CSS
- Javascript
- PHP
- MySql
- WordPress

## CERTIFICATIONS

Master Digital Marketing

Issued By: [LinkedIn](#)

Become a Digital Marketing Specialist

Issued By: [LinkedIn](#)

Google Ads Search

Issued By: [Google](#)

Google Ads Display

Issued By: [Google](#)

Google Analytics - Individual Qualification

Issued By: [Google](#)

Advanced Google Analytics

Issued By: [Google](#)

Google Analytics for Beginners

Issued By: [Google](#)

Google Tag Manager Fundamentals

Issued By: [Google](#)

Google My Business Basics

Issued By: [Google](#)

- Negotiated with Clients from Different Cultures and Backgrounds

## EDUCATION

### Master of Business Administration (MBA) in European / Asian Management

**Institute:** Hochschule Bremen – **Location:** Bremen, Germany

**From:** 2019 – **To:** 2021 (2 Years)

**Specialization:** Digital Transformation, Strategic Management, and Leadership

### Bachelor of Science (BS) in Information Technology

**Institute:** University of Gujrat – **Location:** Gujrat, Pakistan

**From:** 2011 – **To:** 2015 (4 Years)

**Specialization:** Web Design, Web Development, and Software Development

## SELF LEARNING – (Online Courses)

### Marketing & Strategy

- **CMO Foundations:** Working with Leadership and Board-of-Directors - [Certificate](#)
- Create a **Go-to-Market Plan** - [Certificate](#)
- Create a Brand Strategy - [Certificate](#)
- Building an Integrated Online **Marketing Plan** - [Certificate](#)
- Digital **Transformation** - [Certificate](#)
- **Lead Generation Foundations** - [Certificate](#)
- Marketing Tools: **Automation** - [Certificate](#)
- **Digital Marketing Foundations** - [Certificate](#)
- **Content Marketing Foundations** - [Certificate](#)
- **Marketing Tips** - [Certificate](#)

### Google

- **Google Ads** (Adwords) Essential Training - [Certificate](#)
- Advanced **Google Analytics** - [Certificate](#)
- **Google Universal Analytics** Essential Training - [Certificate](#)

### Social Media

- Advertising on **Facebook** - [Certificate](#)
- Advertising on **Facebook:** Advanced - [Certificate](#)

- Advertising on **Instagram** - [Certificate](#)
- Advertising on **YouTube** - [Certificate](#)
- Marketing on **Twitter** - [Certificate](#)
- Marketing Tools: **Social Media** - [Certificate](#)
- Marketing on **Instagram** - [Certificate](#)
- Marketing on **Facebook** - [Certificate](#)
- **Social Media** Marketing: ROI - [Certificate](#)
- **Social Media** for Leadership - [Certificate](#)
- **Social Media** Marketing with **Facebook** and **Twitter** - [Certificate](#)
- **Social Media** Marketing for Small Business - [Certificate](#)
- **Social Media** Marketing: Managing Online Communities - [Certificate](#)
- **Social Media** Marketing: **Strategy** and Optimization - [Certificate](#)
- **Social Media** Marketing Foundations - [Certificate](#)

## Search Engine Optimization (SEO)

- **SEO** Foundations - [Certificate](#)
- Local **SEO** - [Certificate](#)
- International **SEO** - [Certificate](#)
- Advanced **SEO**: Search Factors - [Certificate](#)
- **SEO**: Keyword Strategy - [Certificate](#)
- WordPress: **SEO** - [Certificate](#)
- Marketing Tools: **SEO** - [Certificate](#)
- **SEO**: Optimize Your Social Media Profiles - [Certificate](#)
- **SEO**: Videos - [Certificate](#)
- **SEO**: Link Building - [Certificate](#)

## Design

- **Figma** Essential Training: The Basics - [Certificate](#)
- Designing Accessible Components In **Figma** - [Certificate](#)
- **Figma**: Handing off to Developers - [Certificate](#)
- Introduction to **Graphic Design** - [Certificate](#)

## Others

- **Email** and Newsletter **Marketing** Foundations - [Certificate](#)
- **Pitching** Your Ideas Strategically - [Certificate](#)
- Presentation Tips for **Pitching** to Investors - [Certificate](#)
- Learning **Asana** - [Certificate](#)
- Learning **GDPR** - [Certificate](#)
- **GDPR** Compliance: Essential Training - [Certificate](#)