AOUN MEHDI

Digital Marketing Manager | Meta Ads & Paid Media | Social Media, Content & AI Automation
Pakistan (Open to Remote) | +92 308 9198995 | hello@aounmehdi.com
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PROFESSIONAL SUMMARY

Results-focused digital marketing professional with 3+ years of experience in Meta Ads, social media management, content marketing and digital project coordination across e-commerce, agency, B2B and transportation businesses. Creates AI-generated marketing videos, automates social media and content workflows, and builds fast, SEO-friendly AI-powered websites and tools. Generated leads through Meta Ads for a transportation business, led a team of 10 and onboarded 5 clients within 30 days, and grew a LinkedIn following by 1,000+.

CORE COMPETENCIES

Meta Ads (Facebook & Instagram) | Paid Media Campaign Planning | Lead Generation | Cost-Per-Lead (CPL) Monitoring | Audience Targeting & Retargeting | A/B Testing | Campaign Optimization | Budget Management | Social Media Management | Content Strategy & Calendars | Copywriting | Creative Direction | Brand Management | LinkedIn Strategy | E-commerce Marketing | Competitor Analysis | Performance Reporting | AI Video Creation | Marketing & Social Media Workflow Automation | AI-Assisted Content Workflows | SEO-Friendly Website Development | AI Tool Development | Digital Project Management | Team Leadership & Training | Client Communication

TECHNICAL SKILLS AND MARKETING TOOLS

Advertising & Analytics: Meta Ads Manager, Meta Ads Library, Google Ads, Google Analytics

Social Media & Content: Meta Business Suite, post-scheduling tools, content calendars

AI Video & Creative Production: Higgsfield, HeyGen, Canva, graphic and layout design

Website & Email Marketing: WordPress, AI-built websites, SEO-friendly site development, Mailchimp, email marketing automation

Project Management & Productivity: Notion, Trello, Slack, Google Workspace (Docs, Sheets)

AI, Automation & Writing Tools: ChatGPT, Gemini, Grammarly, social media and content workflow automation, AI-powered tool development

PROFESSIONAL EXPERIENCE

Content Design and Marketing Specialist
ENCS Networks **| Oct 11, 2026 – Present**

- Support content design and marketing activities that follow company brand and communication guidelines.
- Contribute to the development and presentation of marketing content and creative assets.

Social Media Manager & Meta Ads Specialist
Lala Movers (Transportation Company) **| Jul 2026 – Oct 2026**

- Generated leads for a transportation business through Meta Ads lead generation campaigns, applying audience targeting and creative testing.
- Planned and executed campaigns while monitoring cost per lead and reviewing performance to optimize ad delivery and results.
- Developed and managed social media content for the brand.

Project Manager – Social Media Marketing
Go On Outlet, Turkey (Contract, Remote) **| Dec 2025 – Oct 10, 2026**

- Directed organic growth and publishing across social media platforms for an international e-commerce brand.
- Planned and ran paid ad campaigns to support product sales and improve return on ad spend.
- Produced product-focused content tailored to e-commerce buying behavior and seasonal demand.

Digital Media Manager (Team Lead)
Nexdeer, Multan, Pakistan (Remote) **| Jan 2025 – Mar 2026**

- Led a team of 10 delivering digital media for remote clients, directing campaign planning, content and timelines, and onboarded 5 clients within 30 days.

- Coordinated design, content and paid media contributors to keep deliverables on quality standards and on schedule.
- Built repeatable reporting and workflow processes for recurring client deliverables.

Social Media Manager (Team Lead)
Dee Designers, Multan, Pakistan **| Jan 2025 – Mar 2026**

- Grew LinkedIn following by 1,000+ through targeted content strategy, consistent publishing and audience engagement.
- Expanded Instagram visibility with trend-based content, creative visuals and optimized posting schedules.
- Led and trained a 3-person creative social media team and introduced automation tools that reduced manual production time.

Project Manager – Digital Marketing
Green Fast Seeds, Lahore, Pakistan (Remote) **| Jan 2025 – Jan 2026**

- Delivered digital marketing projects across web, social media and paid advertising for a hybrid seeds company.
- Coordinated web project timelines, scope and client approvals.
- Planned Meta Ads campaigns for awareness and lead generation.
- Built organic social presence through a structured content calendar and consistent brand messaging.

Social Media Manager (Remote)
AuzziStore, Australian E-commerce Store **| 2024**

- Maintained brand presence across social platforms and created product-focused content for e-commerce audiences.
- Supported ad campaign execution to improve reach, traffic and online sales.

Social Media Manager (Internship)
Dee Designers, Multan, Pakistan **| 2023**

- Assisted with content calendars and brand-aligned visuals across social platforms.

EDUCATION

Bachelor of Science in Computer Science (BSCS) – Virtual University of Pakistan (VU) | Completed 2026
Intermediate – Virtual University of Pakistan (VU) | Completed 2022

CERTIFICATIONS AND PROFESSIONAL DEVELOPMENT

Advanced Meta Ads – Aryan Tripathi | Meta Ads Advanced – Umar Tazkeer | Meta Ads – Sheikh Sajawal
Digital Marketing (WordPress design, email marketing, automation, Meta Ads) – Liaqat Ali, earnfirstdollar.com
Social Media Management & Meta Ads – WsCube Tech

LANGUAGES

English – Fluent | Urdu – Fluent

PORTFOLIO AND PROFESSIONAL LINKS

Portfolio: https://aounmehdi.com | LinkedIn: https://www.linkedin.com/in/aoun-digitalmarketer/ | References available upon request.