

AOUN MEHDI

Digital Marketing Manager | Social Media & Paid Media (Meta Ads)

0308-9198995 | hello@aounmehdi.com | Pakistan (Open to Remote)

PROFESSIONAL SUMMARY

Digital Marketing Manager with 3+ years of experience leading social media, paid media and content teams for local and international clients across e-commerce, agency and B2B environments. Hands-on owner of Meta Ads and Google Ads campaigns, organic growth strategy and multi-platform content calendars, with a track record of growing audiences, improving reach and generating qualified leads and sales. Experienced in leading and training creative teams, introducing automation and AI tools, and reporting on performance with a data-driven approach.

CORE COMPETENCIES

Paid Media: Meta Ads (Facebook & Instagram), Google Ads, Campaign Strategy, Audience Targeting & Retargeting, A/B Testing, Budget Management, ROAS & Performance Optimization

Organic & Content: Social Media Management, Content Strategy & Calendars, Copywriting, Graphic Design, Trend Analysis, LinkedIn Strategy, Brand Management

Leadership: Team Leadership, Training & Mentoring, Project Management, Client Communication, Cross-functional Collaboration, Reporting & Stakeholder Updates

Analytics & Research: Performance Reporting, Competitor Analysis, Google Trends, Data-driven Decision Making, Lead Generation, Email Marketing Automation

TECHNICAL SKILLS

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

Content & Design: Canva, Gamma, Adobe-style layout design, Post Scheduling Tools, Hootsuite

Email & Automation: Mailchimp, Email Marketing Automation, WordPress

Productivity & Collaboration: Notion, Trello, Slack, Google Workspace (Docs, Sheets), Zoom, Google Meet, AnyDesk

AI & Writing: ChatGPT, Gemini, Grammarly, QuillBot, WriteHuman

PROFESSIONAL EXPERIENCE

Digital Media Manager (Team Lead)

Jan 2025 - Mar 2026

Nexdeer - Multan, Pakistan (Remote)

- Led the digital media function on remote client projects, owning campaign planning, content direction and delivery timelines.
- Managed a cross-functional team across design, content and paid media, ensuring consistent quality and on-time delivery.
- Built repeatable reporting and workflow processes that improved turnaround time on recurring client deliverables.
- Supported ongoing initiatives with performance insights that shaped content and ad spend decisions.

Social Media Manager (Team Lead)

Jan 2025 - Mar 2026

Dee Designers - Multan, Pakistan

- Grew LinkedIn following by 1,000+ through targeted content strategy, consistent posting and audience engagement.
- Expanded Instagram reach and visibility using trend-based content, creative visuals and optimized posting schedules.
- Led and trained a creative social media team, introducing automation tools that reduced manual production time.
- Designed high-performing layouts and applied growth strategies benchmarked against top-performing brands.

Project Manager - Digital Marketing

Jan 2025 - Jan 2026

Green Fast Seeds - Lahore, Pakistan (Remote)

- Managed digital marketing delivery for a growing hybrid seeds company, covering web, social media and paid advertising.
- Led a team delivering web solutions and coordinated timelines, scope and client approvals end to end.
- Planned and executed Meta Ads campaigns to increase brand awareness and generate qualified inbound leads.
- Built the company's organic social presence with a structured content calendar and consistent brand messaging.

Project Manager - Social Media Marketing

Dec 2025 - Present

Go On Outlet - Turkey (Contract, Remote)

- Manage organic growth across social media platforms for an international e-commerce brand.
- Plan and run paid ad campaigns that drive product sales and improve return on ad spend.
- Produce product-focused content tailored to e-commerce buying behaviour and seasonal demand.

Social Media Manager (Remote)

2024

AuzziStore - Australian E-commerce Store

- Managed brand presence across multiple social media platforms for an Australian e-commerce store.
- Created engaging product-focused content tailored to e-commerce audiences.
- Supported ad campaign execution to improve reach, traffic and online sales.

Social Media Manager (Internship)

2023

Dee Designers - Multan, Pakistan

- Assisted in building brand presence across multiple social platforms.
- Developed early content calendars and brand-aligned visuals that improved engagement.

EDUCATION

Bachelor of Science in Computer Science (BSCS)

Completed 2026

Intermediate

Completed 2022

PROFESSIONAL DEVELOPMENT

Advanced Meta Ads - Aryan Tripathi (Paid)

Meta Ads Advanced - Umar Tazkeer (Paid)

Meta Ads - Sheikh Sajawal (Paid)

Digital Marketing - Liaqat Ali, earnfirstdollar.com (Paid): WordPress design, email marketing, automation and Meta Ads

Social Media Management & Meta Ads - WsCube Tech

LANGUAGES

English - Fluent | Urdu - Fluent

ADDITIONAL INFORMATION

Portfolio and references available upon request.