



Hello! I'm Bilal.





Tech-savvy Digital Marketing Pro

Website: bilalibrar.com

Resume: bilalibrar.com/resume

LinkedIn: bilalibrar.com/linkedin

I specialize in:

-  digital content development
-  social media management
-  email marketing campaigns
-  blog/website management and other business support services.

Corporate Experience



Freelance Work





Current Status

Social Media Manager at EDB

Full-time remote Contractor position reporting to VP Marketing
2019 - Present

I lead the company's **Global Social Media Program** (including both organic and paid efforts), supporting all verticals, regions (NA, EMEA, APJ), and internal teams.

My responsibilities include (but are not limited to):

- End-to-end social media and content management
- Social Media Reporting/Research
- Paid Digital Advertising
- Influencer Marketing and Outreach

I also oversee the promotion of the company's digital content creation including webinars, whitepapers, training materials - all with a focus on driving new leads, brand awareness and digital engagement.

Digital Marketing Manager at Millo.co

Part-time remote freelancer working with Owner of Millo.co
2016 - Present

I am part of the 4 person team delivering quality content to Millo's community of creative entrepreneurs and freelancers.

Overseeing Millo's editorial calendar, managing authors and working with guest authors to ensure quality content along with managing sponsored posts.

Execute email marketing campaigns for businesses like FreshBooks, Bonsai, DesignCuts, PicJumbo, Wix, FunctionFox, Airtable.

Build and maintain strong sponsor/partner relationships and ensure timely execution of sponsorship and affiliate campaigns across Millo platforms.



Meet the Millo Team.

Skills / Certifications

Skills and Achievements

Hands on experience with Digital tools like Google Analytics, Hubspot CRM, Google Adwords, MailChimp, WordPress, Photoshop, Canva, Moz

Helped generate 2000+ MQLs in 2021 via LinkedIn paid media campaigns for EDB

Executed successful email marketing campaigns with over 20% avg open rate, for known brands such as Wix, FreshBooks, and Airtable

Developed Millo.co's blog content calendar from scratch - now producing consistent quality content bringing over 100,000+ pageviews on average every month

Developed and manage EDB's social media influencer strategy (internal advocates + external)

Certifications

Inbound Marketing Certified from **Hubspot**

Digital Marketing Certified from **Google**

Email Marketing from **Hubspot**

Advanced SEO from **Moz**

Photoshop Essentials from **Udemy**

Certifications



Work Samples / Portfolio

Blog Content / Copywriting

[3 Common mistakes freelancers make on business expenses \(and how to avoid them\)](#)

[12 Essential tools to start \(& grow\) your freelance business](#)

More at millo.co/author/bilal-ibrar

Some email copy samples:

- Email copy for [Airtable](#)
- Email copy for [Wix.com](#)
- Email copy for [ContentSnare](#)
- Email copy for [Porkbun](#)

Social Media Profiles

[EDB Twitter](#)

[EDB LinkedIn](#)

[EDB Instagram](#)

[EDB YouTube](#) (revamp in progress)

[Postgres London Twitter](#) (for Event only)



Passion Projects

Doctor Who Today

I have a personal project where I run website/social channels for the TV show Doctor Who.

Main Website:

Doctorwhotoday.com

eCommerce Website (monetized with Amazon Affiliate Links)

Shop.doctorwhotoday.com

[Doctor Who Today on Twitter](#) (39,000+ followers)

[Doctor Who Today on Instagram](#) (18,000+ followers)

[Doctor Who Today on Facebook](#) (14,000+ followers)

[Doctor Who Today on Tumblr](#) (41,000+ followers)

[Doctor Who Today on Pinterest](#) (15,000+ followers)

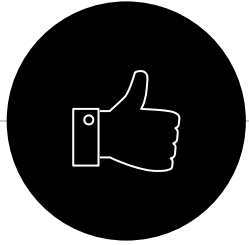
Formula 1

I've been a long-term F1 fan. I manage a F1 fan twitter page for hobby.

[Formula 1 on Twitter](#)

Hobbies/Interests

- Formula 1
- PC Gaming (Red Dead Redemption 2, The Witcher, Myst series among my all time favorites)
- Sim Racing (Got a Logitech G29 racing wheel setup at home)



Thanks!

*Any **questions** ?*

Email me at bilal.ibrar@gmail.com

Or reach out on my [LinkedIn](#).