

# Bilal Ibrar

## Digital Marketing Pro

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## Achievements

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

Lead the social media / digital assets content integration post acquisition of 2ndQuadrant to EDB

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

Page admin of the official 'Formula-E Pakistan' Facebook Page

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## Skills / Certifications

Digital Marketing Certified by Google Digital Garage

Inbound Digital Marketing Certified by Hubspot

Email Marketing Certified by Hubspot

Advanced SEO Certified by Moz

Strong knowledge of WordPress, Hubspot CRM, MailChimp, Google Analytics, Google Adwords, Adobe Photoshop/Illustrator/Dreamweaver, Moz, BuzzSumo

Hobbies: PC Gaming, Formula 1 and Motorsports in general

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With a combination of multinational corporate, tech-startup and small business experience, there are many ways I can help you win at your business. I enjoy telling the stories of both people and brands, with creative problem-solving and taking projects from concept to polished product - all to create a streamlined digital marketing strategy to set businesses for success.

Diverse Digital Marketing experience in the fields of Digital Content Development / Social Media and Communications / Digital Advertising / Content Writing / Email Marketing / SEO Optimization / Online Community Management / Lead Generation

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### EDB / Social and Digital Media Manager

JANUARY 2021 - PRESENT (Boston, Massachusetts, USA) - Contract, Remote

As EDB's Social Media Manager, I lead the company's global Social Media Program (including both organic and paid efforts), supporting all verticals, regions, and internal teams. I also oversee the management of the company's digital content including blogs, webinars, whitepapers, training materials - all with a focus on organic lead generation..

### Millo.co / Part-Time Digital Marketing Manager

APRIL 2016 - PRESENT (Salt Lake City, Utah,, USA) - Freelance, Remote

Part of the team delivering quality content to Millo's community of creative entrepreneurs and freelancers. I develop content across multiple platforms including blog, social media, podcasts, emails.

I execute email marketing campaigns for our clients like FreshBooks, Bonsai, DesignCuts, PicJumbo, ReliablePSD, Wix, Airtable - while managing email lists and databases to send out weekly newsletters.

I also manage podcasts by Millo.co - Responsible for podcast content, sponsorship and airing schedule for freelancetofounder.com

### 2ndQuadrant / Digital Marketing Manager

April 2019 - January 2021 (Oxford, UK) - Contract, Remote

*\*In 2020, 2ndQuadrant was acquired by EDB.*

Responsible for end-to-end digital marketing for the 2ndQuadrant's brand including paid advertising, social media and email marketing campaigns, optimized web content for SEO, managed industry specific webinars, and handled company's website (WordPress).

### Jazz / Expert B2B Digital Marketing

July 2017 - March 2019 (Islamabad, Pakistan) - Full time

### Wi-tribe / Specialist Digital Marketing and PR

December 2013 - July 2017 (Islamabad, Pakistan) - Full time

### Maven Logix / Senior Marketing Executive

July 2013 - December 2013 (Islamabad, Pakistan) - Freelance, Part-time, Remote

### 2F2F Karting Track / Marketing Communications Executive

October 2012 - May 2013 (Islamabad, Pakistan) - Full time

### Allainet / Online Marketing Executive

September 2010 - June 2012 (Islamabad, Pakistan) - Full time

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