



KHURAM NAWAZ KAYANI



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Jhelum, Pakistan



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EDUCATION

BBA(hons) University Of Punjab

08/2018 - 04/2022

JHelum, CGPA 3.43/4

I.C.S Bukhari College of Commerce

08/2016 - 05/2018

jhelum

SKILLS

MS Office Expert

Good Communication Skills

Good Oral and Written skills

Ambitious, hard working, energetic, and well disciplined Self-motivated and flexible

Teamwork

Account Management

Amazon Advertising

Amazon PPC Setup

Strong organizational skills and ability to multi task

Strong communication and interpersonal skills

LANGUAGE

ENGLISH

Professional Working Proficiency

URDU

Native or Bilingual Proficiency

INTERESTS

Reading Books

cricket

Eating

Table Tennis

WORK EXPERIENCE

Marketing Manager Dina Advertiser

2019 - Present

Achievements/Tasks

- Successfully acquiring new customers for Panaflex and Panaflex wallpaper through various marketing channels, such as online advertising, social media, and in-person networking.
- Demonstrating strong sales skills to convert leads into paying customers by highlighting the unique features and benefits of Panaflex wallpaper.
- Developing and executing effective marketing strategies to promote Panaflex wallpaper and increase brand awareness.

Account Mangement Dina Advertiser

04/2017 - 05/2021

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Achievements/Tasks

- Addressed problems with accounting, billing, and services delivery to maintain and enhance client satisfaction.
- Recording financial transactions in the general ledger and preparing journal entries to ensure accurate financial reporting.
- Supported day to day account management for company clients.
- Preparing and analyzing cash flow statements to understand a company's cash position, including inflows and outflows of cash.
- Preparing and analyzing cash flow statements to understand a company's cash position, including inflows and outflows of cash.
- Analyzing balance sheets to evaluate a company's financial position, including assets, liabilities, and equity.

Amazon PPC Expert Emarspro

07/2022 - 04/2023

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Achievements/Tasks

- Experience in managing Amazon PPC campaigns, including Sponsored Products, Sponsored Brands, and Sponsored Display ads.
- Strong communication skills to collaborate with cross-functional teams, including marketing, sales, and product development.
- Experience in identifying and resolving issues with Amazon PPC campaigns, such as low conversion rates, high ad spend, and low ROI.