

## Haroon Jilani

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### MARKETING SKILLS

- Campaign Management, Digital Campaign Management, Programmatic Campaign Management
- Digital Marketing, Social Media Marketing, Media Buying, Strategy Generation, Branding
- Web Merchandising Strategy, Data Analytics & Reports, Go-to-Market Planning
- Product Marketing, Event Management, Budget Management, PR, Vendor Management
- SEM Project Coordination, SharePoint Administration, Project Intake Coordination, Digital Project Management

### SOFTWARE SKILLS

- ERP/CRM: Zoho, WebEngage, PipeDrive & other in-house CRM/ERPs
- Digital Tools: Hootsuite, HubSpot, Sprout Social, Lotame, Nielsen, Sizmek, Google Analytics, Google Data Studio, Instagram & Facebook Ad Manager, Facebook Paid Campaigns, Mailchimp, Tag Manager, G-Suite, Klaviyo, Shopify
- SEO Tools: Ahrefs, Moz, Mangool, Sitechecker.pro,
- Database & Analytical tools: Python, SQL, Power BI, Tableau, Excel
- Team Management: Zendesk, JIRA, Slack, Asana, Trello, & Bitrix24
- Microsoft Office Suite, SharePoint, Windows 10/11

### RELEVANT EXPERIENCE

#### Director, Demand Generation

Oct 2023 – Till Date

[TaxCash – Pay It Forward Corp](#)

Vancouver, BC

- Increased Marketing Qualified Leads (MQLs) by 50% within three months through multi-channel marketing campaigns.
- Achieved a 30% improvement in conversion rates by optimizing targeting strategies and enhancing collaboration with sales and product teams.
- Boosted campaign efficiency by 20% through improved alignment and strategic initiatives across marketing, sales, and product departments.

#### SEM Project Coordinator & Digital Campaigns Lead

Sep 2022 – Sep 2023

[Agency Media](#)

Vancouver, BC

- Coordinated SEM project intake, resource assignments, and communications.
- Administered SEM PMO triage SharePoint, completed project information questionnaires (PIQ), and facilitated final assessments for SEM projects.
- Managed PPC initiatives, including digital strategy and transformation for clients (30+).
- Optimized paid ads across platforms, achieving a 500% ROI for Caddy Driver and ROAS of 700% for partythings.ca.

#### Sr. Paid Media Strategist

Sep 2020 – Aug 2022

[Directive Consulting](#)

Vancouver, BC

- Oversee and lead a collection of accounts
- Serve as direct support to client contacts
- Improve campaign performance and manage a spend of \$40,000/day per client (7 clients)

#### Digital Marketing Analyst

Sep 2018 – Aug 2020

[TLC Solutions](#)

Vancouver, BC

- Managed all digital marketing channels for TLC, including SEM projects.
- Coordinated project intake and resource assignments for SEM initiatives.
- Conducted initial assessments of project information questionnaires (PIQ) for SEM projects.
- Communicated effectively between stakeholders and SEM resources.

- Developed Digital Strategy for 2019-20, aligning with SEM project coordination objectives.

**Digital Marketing Manager**  
US Waiver Pardon Canada

Sep 2016 – Aug 2018  
Oakville, ON

- Reduced the CPA by 30%. Improved lead generation by optimizing paid ad campaigns.
- Launched optimized online adverts through Google Adwords, Facebook etc. resulting in 7% increase in company and brand awareness.
- Measured performance of digital marketing efforts using a variety of Web analytics tools (Google Analytics, WebTrends etc.).

**CRM Specialist**  
Cheetay Logistics Pvt Ltd

Sep 2015 – Aug 2016

- Achieved Global Industry Best Retention metrics (T-1 at 41% and T-6 at 24%).
- Partnered with Marketing Ops to identify key drivers, mechanics and associated dependencies for driving conversion, product adoption, retention, and cross- sell. Data analysis using Power BI, Tableau and Google Data Studio
- Worked on predictive marketing techniques (developed Cheetay’s retention algorithm).

**Programmatic Campaign Manager**  
Admaxim Inc.

Sep 2014 – Aug 2015

- Provided best practice strategy and execution on all aspects of campaign management.
- Achieved 96% profit after advertiser discount on campaigns. Platforms used DV 360, Trade Desk, Nielsen, Lotame, Sizmek, Doubleclick and more.
- Implemented, planned, targeted and optimized campaigns while creating and building a large, high-quality publisher network globally. Clients included Retail (SPAR, Pizza Hut, Wholefoods, etc) and Fashion (Arighi Bianci, Exist, etc)

**Senior Account Manager**  
Mullen Lowe Group

Jan 2013 – Aug 2014

- Increased interaction on digital media by channelling of proper content to achieve a 100% increase in likes on the page within a week.
- Increased B2B sales (increased sales of products at key outlets by 5% in comparison to last year Rose from 2.7 to 2.835 million).
- Repositioned brands (successfully managed to change the position of a Tier 2 brand to a Tier 1 brand with appropriate communication mix).

**Assistant Marketing Manager**  
Swatch Group

Jan 2012 – Dec 2012

- Created, Planned & Managed Marketing activities that increased store foot-fall by 35% within a month. Footfall rose to 10800 from 8000.
- Increased sales by 25% in the first 3 weeks of the campaign.
- Increased interaction on digital media by effectively using proper content to achieve a 428% engagement rate.

**EDUCATION AND CERTIFICATIONS**

**Master’s in Business Administration** (Marketing and Entrepreneurship) 2012  
University of Central Punjab, Pakistan

- Microsoft Advertising Certified Professional 2020
- Fundamentals of Media Relations (Muck Rack) 2020
- Fundamentals of Social Media (Muck Rack) 2020
- Google Ads (Search, Display, Shopping, Video) 2017

- Hubspot certifications (SEO, Digital Marketing, Digital Advertising, Inbound) 2021
- Google Digital Marketing & E-commerce Professional Certificate 2022
- Google Project Management: Professional Certificate 2024
- Certified Scrum Master 2024

## **AWARDS AND ACHIEVEMENTS**

- Guinness World Record Holder for the World's Largest Painting.
- Nominated as Pakistan's sole representative for the Global Scholars Conference Singapore 2010 and Global Leaders Conference London in 2011.
- Name on the Dean's List of Honor for Academic Excellence for 3 consecutive semesters.

## **FREELANCING CLIENTS**

- Shop Roman (2020-2022) – ran email marketing campaigns for a US based ecommerce store.
- Gloria Jeans (2014 – 2020) – responsible for SMM
- G1G Travel Insurance (Jan 2020 – Jun 2020) – responsible for running paid campaigns (Google Ads, FB Ads, IG Ads) in order to drive conversions for travel insurance plans. Increased conversion by 15%.
- Experienced with platforms like Reddit, Snapchat Ads, LinkedIn Ads, Twitter Ads, FB Ads, IG ads, Google Ads, Programmatic Buying and Campaign Management.