Digital Marketing Manager | WordPress | Branding | SEO | AI Automation | Ads Specialist

OWAIS GILANI



LEADERSHIP SUMMARY

Creative and digital marketing professional with 15+ years of experience across branding, graphic design, WordPress development, SEO, paid advertising, social media and video production. Deliver projects from brief to completion with clear communication, commercial understanding and attention to quality. Use AI assisted workflows and software development to support marketing and business operations. Seeking a remote role with responsibility for creative and digital delivery.

CONTACT DETAILS

+92 (0)321 4808 303

owaisgilani@hotmail.com

www.owaisgilani.com

Lahore, Pakistan

- 15+ years delivering branding, websites and digital marketing.
- Contributed to up to 60% organic traffic growth and up to 30% follower growth.
- Worked with stakeholders across 4 markets: KSA, Pakistan, UAE and Canada.
- Produced international event branding and marketing materials supporting 5,000+ delegates.
- Built AI assisted workflows for content planning, draft creation and approval tracking.
- Reduced server costs by up to 40% through vendor management.

EDUCATION

Graduation

Bachelor of Arts
University of the Punjab / PK

Completed a two-year bachelor's degree from Lahore, Pakistan with major subjects in Political Science, Journalism and Statistics.

SKILLS

- Brand Leadership
- AI Automation
- Digital Growth
- Website Strategy
- UI/UX Consultancy
- Storytelling
- Communication
- Typography
- SEO
- Illustrator
- Photoshop
- Adobe XD/Figma
- Capcut Pro
- Premier Pro
- Meta/Google Ads
- MS Office

JOB & EXPERIENCE

2016-2026

Creative Design Manager
DirectFN / Lahore, Pakistan

- Led brand, digital marketing and creative execution for fintech, fincon products and enterprise stakeholders across KSA and regional markets.
- Produced campaign-driven creative for social, web, print and presentations to strengthen brand positioning and support sales growth up to 35%.
- Improved social media growth through stronger content direction and creative consistency resulting in follower growth up to 30%.
- Partnered with developers on UI wireframes and prototypes to enhance user experience reduce rework and speed up delivery.
- Directed SEO and SMM alignment with web teams contributing to organic traffic growth of up to 60%.
- Designed graphics and presentations for KSA, Pakistan, UAE & Kuwait while supporting digital campaigns with Google Ads and Google Analytics.
- Led stakeholder and vendor coordination across teams partners and printers to ensure timely and cost-effective execution.
- Supported video and promotional content production that contributed to revenue growth of up to 40%.
- Contributed to website strategy, brand consistency and digital user experience to strengthen product visibility and overall market presence.

2020-2021

Senior UI/UX Graphic Designer
MDVision / Lahore, Pakistan

- Designed UI screens, marketing creatives and brand assets for healthcare focused projects.
- Worked with product and dev teams to align UI components, typography and layout consistency.
- Produced campaign creatives for patient acquisition and service awareness across social and web.
- Created flyers, branding materials and graphic design assets to support digital marketing campaigns and clinic promotions

EXPERTISE

- Digital Marketing
- Product Innovation
- WordPress
- AI Prompt Creation
- Client Management
- Graphic Designing
- Social Media Posts
- Video Editing

LANGUAGES

95%	100%	20%
English	**Urdu/Hindi**	**Arabic**
Fluent	*Native*	*Basic*

CERTIFICATIONS

Google Certifications
Online / Digital Platforms

- Google Ads
- Google Analytics
- Google UX Design from Coursera
- Fundamentals of Digital Marketing
- Technical Support Fundamentals

Shaw Academy
Online / Dublin, Ireland

- Digital Marketing Diploma
- Graphic Design Diploma

National College of Arts
6 months diploma / Lahore, Pakistan

- Multimedia Arts
- Photography

LinkedIn Certifications
Online / LinkedIn Learning

- Graphic Designer
- Digital Marketing Specialist

JOB & EXPERIENCE

2013-2016 — **Digital Marketing Executive**
Meeting Minds Experts / Dubai, UAE

- Led end-to-end event branding across Dubai and Abu Dhabi including program books, sponsor decks, brochures, banners and digital campaigns.
- Developed and managed websites, hosting, domains and email systems while reducing server costs by up to 40% through vendor management.
- Strengthened event marketing performance through Google Ads optimization increasing early bird registrations by up to 30%.
- Directed printing and packaging vendors and reduced production costs by up to 30% per project through efficient planning and control.
- Managed onsite technical and operational coordination for international delegates producers and partners to ensure smooth execution.
- Guided interns on design fundamentals, research and proof reading while maintaining creative quality and delivery standards.
- Developed corporate branding assets and executive presentations to support sponsorship growth and partner communication.

Started in 2009 — **Founder & Creative Lead**
Dezinic / Lahore, Pakistan

- Delivered brand identities, marketing assets and WordPress websites for international clients and SMEs.
- Supported clients with on page SEO plus off page SEO and social media creative packs for consistent presence.
- Produced multimedia designs including 3D and outdoor marketing concepts plus billboard creatives.
- Provided remote technical troubleshooting support for client devices when needed and installed operating systems with enhanced security.
- Built a monthly content and lead generation system for several businesses. Planed the content, created their campaigns, managed creatives, automated the follow ups and tracked leads in one clean workflow.

SELECTED PROJECTS

TAP Trading Advisor
Developed a trading alerts application with dashboards and notification workflows.

Photography
Taking photos at events to learn better composition and visual balance.

DEZINIC HR
Developed an HR management application using AI assisted planning and development.

DEZINIC Search intelligence
Developing tools for website tracking, SEO workflows and reporting.

Remote Availability

Let's connect and explore how can I assist you in achieving your business goals.