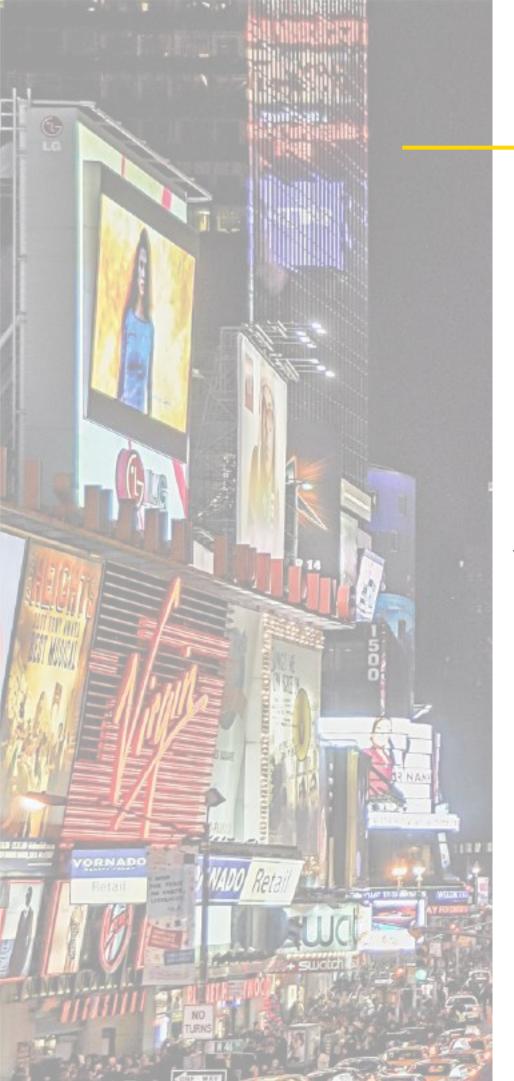
PORTFOLIO

SERVICES

Google Certified





l am Talal

DIGITAL MARKETING AND ECOMMERCE CONSULTANT

Hello, my name is Talal Tanveer. I am a highly motivated and customer-focused professional with a robust background in digital marketing and e-commerce. Over the past 8 years, I have worked with various local and international clients, helping them enhance their online presence and achieve their business goals.

I hold a degree in Political Science and am based in Pakistan. I am also Google Certified in Digital Marketing and E-commerce, which demonstrates my commitment to staying current with industry best practices.

My skills include expertise in SEO, Google Ads, social media marketing, email marketing, and analytics; proficiency in managing e-commerce platforms like Amazon, Shopify and WordPress; dedication to customer service; experience in team collaboration; and strong analytical abilities. I am passionate about delivering the best results for my clients.

About Me



Digital Marketing and E-commerce

Foundations of Digital Marketing and E-commerce

Attract and Engage Customers with Digital Marketing

From Likes to Leads: Interact with Customers Online

Think Outside the Inbox: Email Marketing

Google Ads - Measurement Certification

Amazon Ads Retail Certificate





Certifications

Marketing Consultancy Specializing in Digital Marketing and E-Commerce

I PROVIDE EXPERT MARKETING CONSULTANCY SERVICES, FOCUSING ON DIGITAL MARKETING AND E-COMMERCE. FROM WEBSITE AUDITS AND SEO TO CONTENT CREATION AND COMPREHENSIVE MARKETING CAMPAIGNS, I ENSURE YOUR BUSINESS THRIVES ONLINE

FREELANCERS OFFER FLEXIBLE, COST-EFFECTIVE SOLUTIONS WITHOUT THE HEFTY RETAINER FEES OF LARGER AGENCIES. AS YOUR ON-DEMAND MARKETING EXPERT, I DELIVER TAILORED STRATEGIES TO DRIVE GROWTH AND MAXIMIZE YOUR ROI.





WELCOME TO

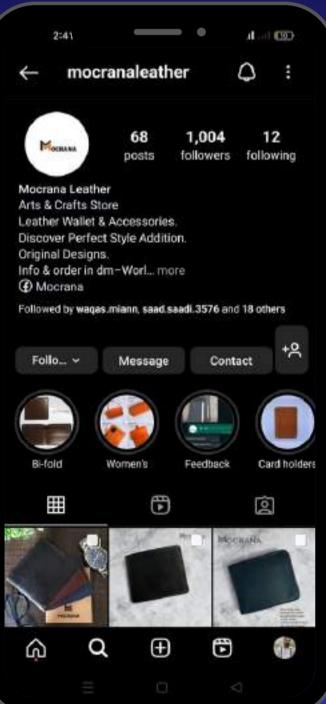


Talal faced a tough beginning back in 2014 and launched a clothing brand. By focusing on accessories and promoting heavily on Facebook and Instagram, he achieved a 60% return on investment in just four months.

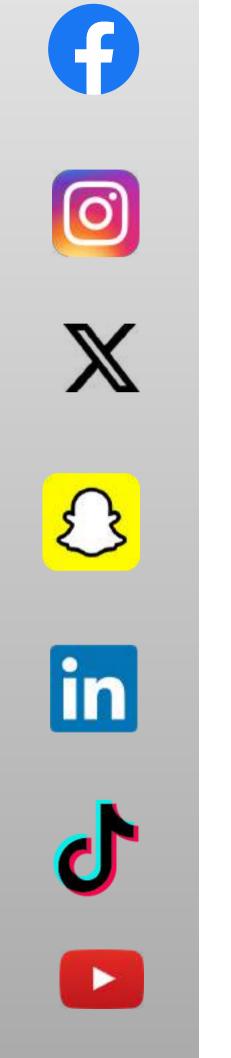
This captures the essence of Talal's journey from adversity to success in establishing a specialized brand with impressive sales results.

NARRATIVE SHOWCASE

Social Media







PROMOTIONS AND ADVERTISING



Google Certified in Digital Marketin and E-commerce

SOCIAL MEDIA MANAGEMENT

Instagram, Facebook, Snapchat, Linkedin, X,

Instagram, Facebook, Snapchat, Linkedin, X, Tiktok, Snapchat, Google ads

CERTIFICATION



Google Ads Meauremeent Certificate

PORTFOLIO.

Skills

Budget Planing & Mngt Reporting

92%

Social Media Marketing

75%

Google Ads

90%

Email Marketing

95%

Amazon Brand Management

90%

Search Engine Optimization (SEO)

80%

Graphic Designing & Video Editing

75%



Property Marketing

Advertise your Property Listings, Either its Residential or Commercial

Whether you're a developer, broker, or property consultant, getting people interested and snagging leads can be a real headache.

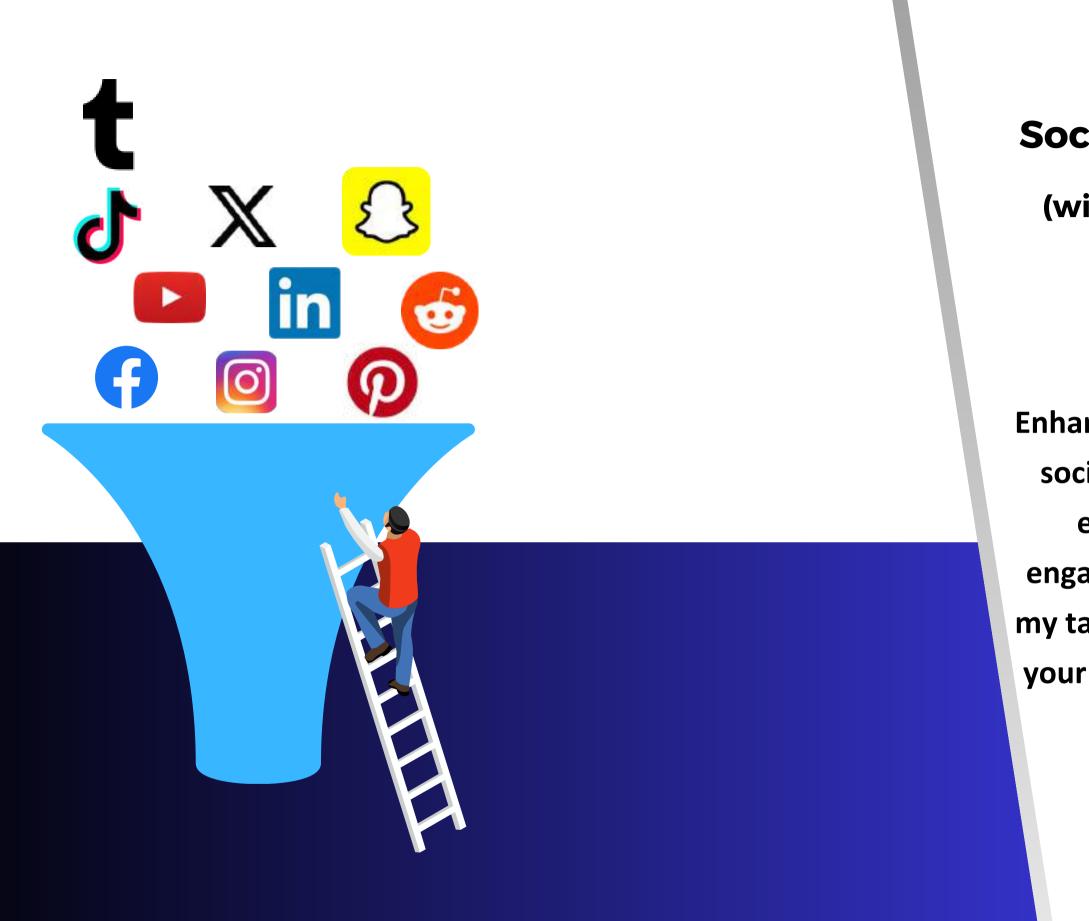
That's where I come in. With my digital marketing magic, I'll help you start reeling in leads every single

E-commerce

Experience exponential growth, enhanced visibility, and unparalleled success with our e-commerce expertise

Let me paint a picture of what we do in e-commerce. Imagine having a virtual storefront bustling with activity 24/7, attracting customers from every corner of the internet. That's the power of our services. We optimize your online presence, from eye catching website design to seamless payment gateways, ensuring your customers have a smooth and satisfying shopping experience. Plus, we don't stop there. Our strategic marketing tactics will propel your products into the spotlight, driving traffic and sales like never before. With us by your side, your e-commerce journey is bound to be a success story





SERVICES

Social Media Management

(with Campaign Managenent)

Enhance your online presence with my comprehensive social media management services, where I handle everything from content creation to audience engagement across all major platforms. Additionally, my targeted social media advertising strategies ensure your brand reaches the right audience, driving traffic, and boosting conversions.



Experience a comprehensive suite of Shopify e-commerce solutions tailored to elevate your online store into a thriving business. From initial setup to ongoing support, we cover every aspect of your Shopify journey. Our services include visually stunning storefront design, robust product management, app integration for enhanced functionality, and strategic marketing to drive targeted traffic and boost online visibility.

Whether you're a budding entrepreneur or an established brand, unlock your potential for success in the digital marketplace with our Shopify e-commerce services.

- SOCIAL MEDIA PROMOTION FOR BROADER REACH
- PPC ADVERTISING CAMPAIGNS FOR TARGETED TRAFFIC
- SEO OPTIMIZATION TO IMPROVE SEARCH
- **VISIBILITY AND SALES**

RANKINGS

- MARKETING STRATEGIES FOR INCREASED
- APP INTEGRATION FOR ENHANCED FUNCTIONALITY
- PRODUCT MANAGEMENT AND OPTIMIZATION
- CUSTOMIZED STOREFRONT DESIGN

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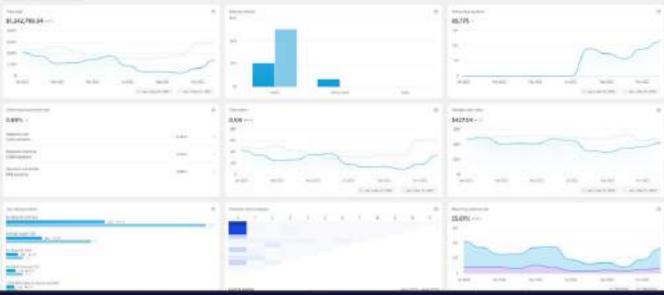
Shopify 💰

2024 TILL DATE

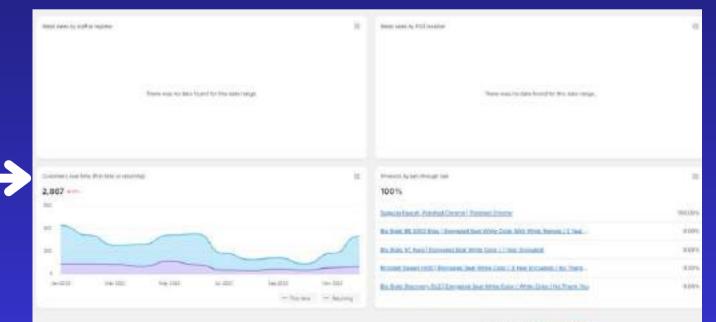
2023 FULL YEAR

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GOOGLE ADS OVERVIEW

Here's a high-level overview of my expertise and approach:

As a Google Certified Digital Marketing professional, I have extensive experience managing various Google Ads campaigns, including Performance Max, Search, and Shopping campaigns.

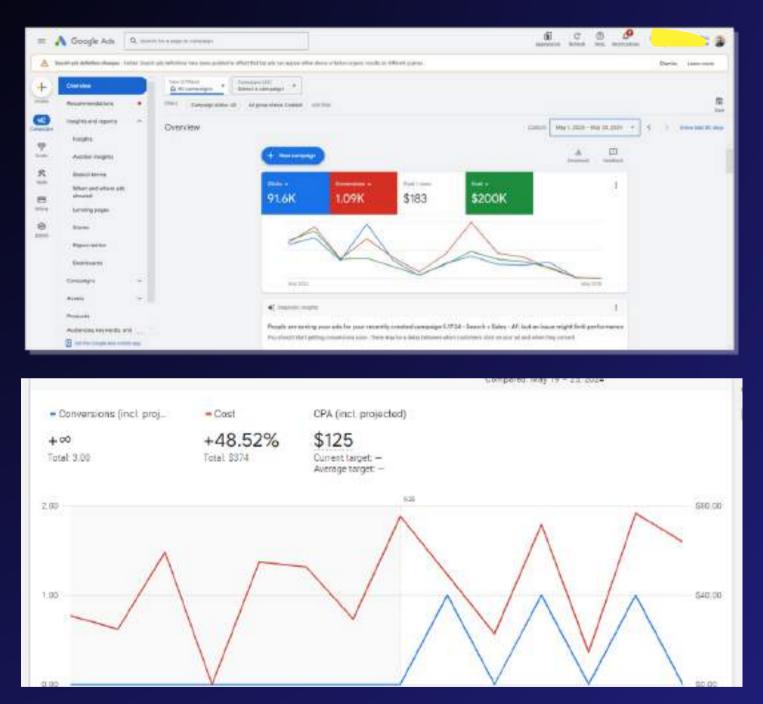
Google Ads

GOOGLE ADS EXPERTISE

- Comprehensive Campaign Management: Proficient in setting up, managing, and optimizing Google Ads campaigns to drive targeted traffic and maximize ROI.
- Performance Max Campaigns: Skilled in leveraging Google's Performance Max campaigns to unify all ad formats and channels, providing a comprehensive strategy that maximizes conversion goals across Search, Display, YouTube, and more.
- Search Campaigns: Expertise in creating and optimizing Search campaigns to ensure ads appear for relevant queries, driving highquality traffic and leads to your website.
- Shopping Campaigns: Experienced in managing Shopping campaigns, ensuring product listings are optimized for visibility and conversions, resulting in increased sales for e-commerce businesses.

A Sneak Peak



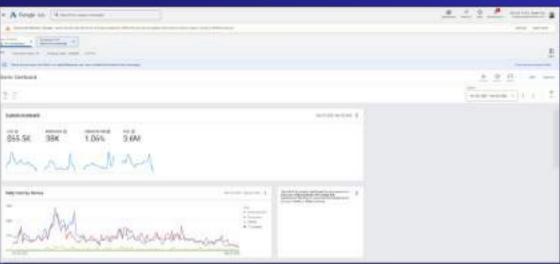


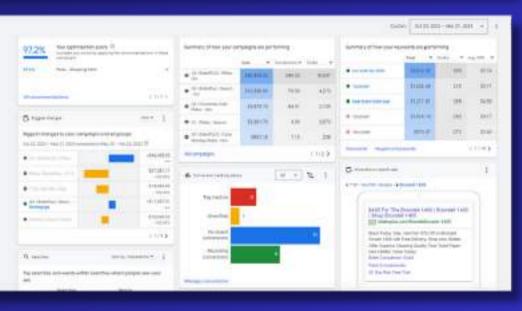
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Lucky you

There's no pot of gold at the end of this email, but there is a discount...



Email Marketing

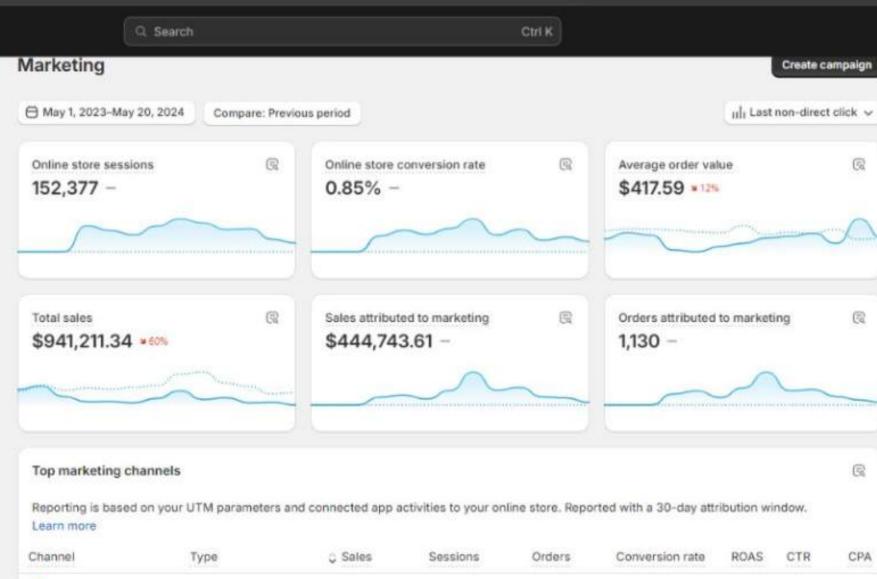
High Open Rates CTR Optimization Personalization Segmentation **Automated Campaigns** A/B Testing **Responsive Design** Lead Nurturing **Re-Engagement ROI Improvement Content Strategy Analytics & Reporting**





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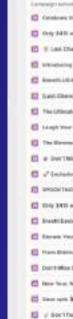
A Sneak Peak



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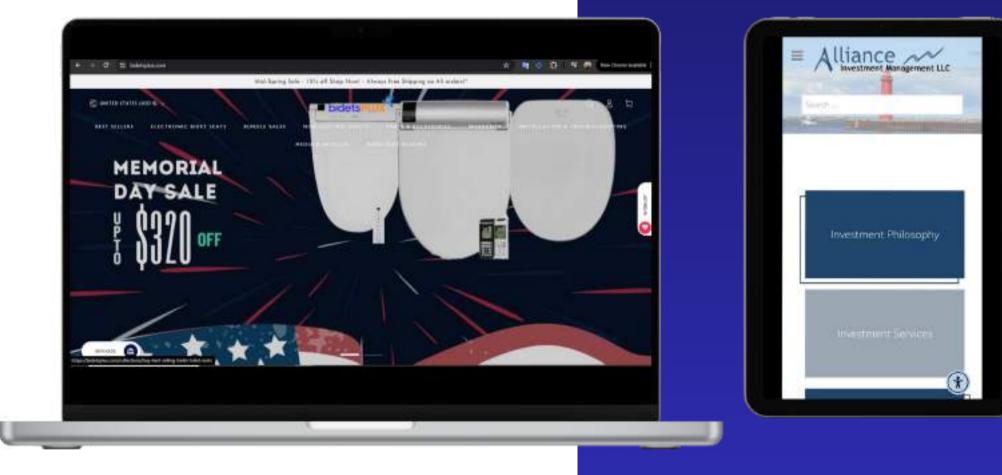


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Search Engine Optimization (SEO)

Keyword Research Competitor Analysis On-Page Optimization Technical SEO Audit Backlink Building Internal Linking Strategy Content Creation and Optimization **Mobile Optimization** Page Speed Improvement Social Media linking and integration

Search Engine Marketing (SEM)

Google Performance Max Campaign Video Ads VouTube

Google Search Ads | Google Display Ads | Google Shopping Ads

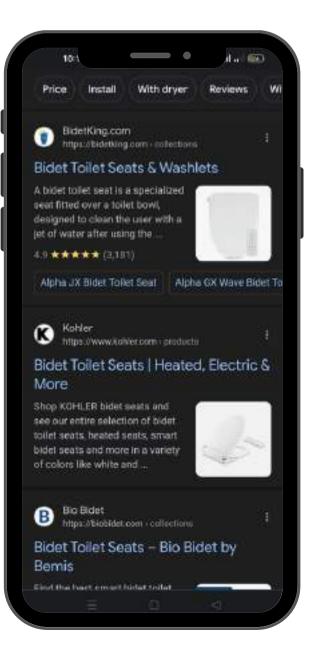
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Google Ads Certification

Credential ID 175559206





Content Writing

Website content Writing and Editing



SEO Optimization Audience Research Engaging Headlines Clear and Concise Writing Original and Creative Content Editing and Proofreading Content Strategy Development



ALLIANCE NVESTMENT

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LUE WITH V

Optimal Growth

Obtain the equilibrium between short-term and long-term investment growth.

ALLIANCE INVESTMENT MANAGEMENT

Content Example

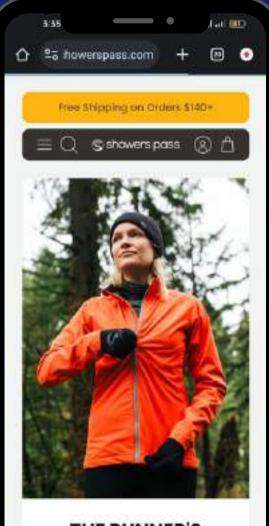
At Alliance Investments Management, we pride ourselves on delivering exceptional financial solutions tailored to meet the unique needs of our clients. Our team of experienced professionals is dedicated to providing personalized investment strategies that align with your financial goals and risk tolerance. Whether you're looking to grow your wealth, secure your retirement, or navigate the complexities of the financial markets, we offer a comprehensive suite of services designed to help you achieve success. From portfolio management and retirement planning to tax-efficient investing and estate planning, A Investments Management is your trusted partner in financial growth and stability. Explore our website to learn more about our commitment to excellence and how we can help you realize your financial aspirations.







Discover unparalleled insights with our physical and online mystery shopping services. We evaluate your customer interactions and digital presence, providing you with actionable feedback to enhance service quality and drive customer satisfaction.



THE RUNNER'S COMPANION

Mystery Shopping

Unveiling Excellence, One Experience at a Time

Graphic Designing

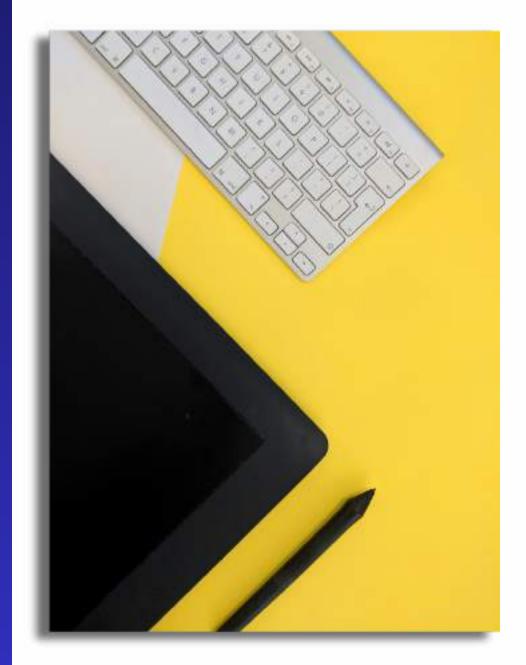
NOVA = ADVANCED PRACTICE ESTHETICS MENU

Transforming your vision into stunning visuals with our expert graphic design services

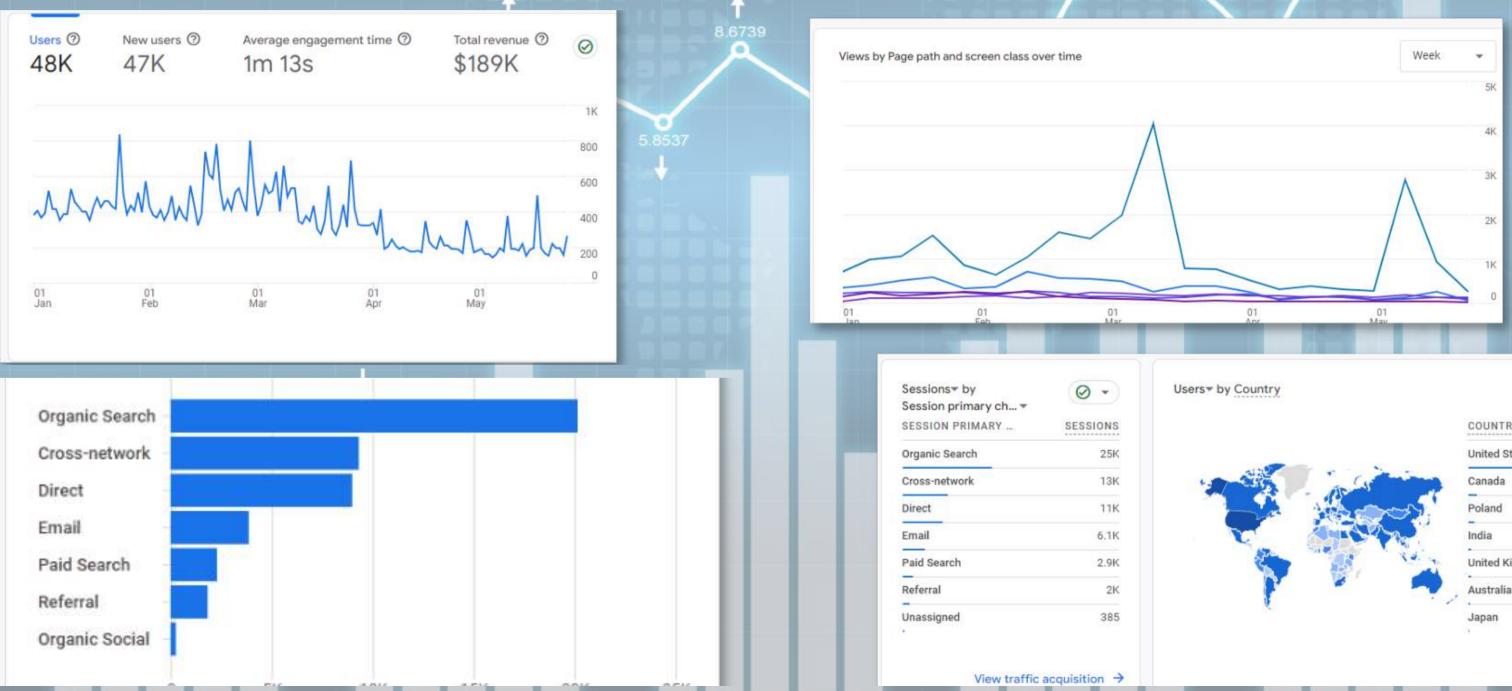
DESIGN PLATFORMS:

- Websites
- Digital Devices
- Blogs
- Social Media
- Marketing Materials
- Print Media
- Advertising Campaigns





ANALYTICS AND REPORTING





COUNTRY	USERS
United States	39K
Canada	2K
Poland	1.5K
India	589
United Kingdom	560
Australia	414
Japan	213

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Clients & Partners

Walmart > ebay amazon

Etsy :wayfair EBC Elibaba















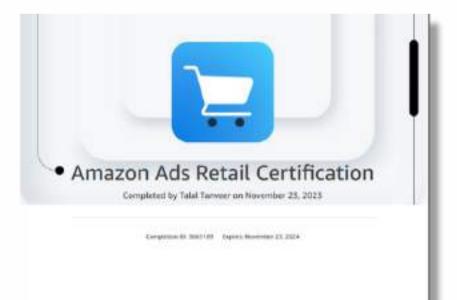
Google Ad

Certifications









amazon ads

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Google Ads - Measurement Certification

Completed by Talal Tanveer on October 26, 2023

Google recognities your mostery of the fundamentals of measuring and optimizing your Google Ads performance.

Completion ID: 172220000 - Express Constant 25, 2016

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