ANEEKA KAZMI

Digital Marketing & Communications Manager

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PROFESSIONAL SUMMARY

Digital marketing manager who runs paid search, paid social and e-commerce campaigns end to end, from Google Ads and Meta setup through GA4 reporting and conversion tracking. Brings a business-development mindset from franchise sales and brand building, with a track record of turning marketing into measurable growth for clients across B2B and B2C. Currently completing a Graduate Certificate in IT (Gen AI Pathway).

CORE SKILLS

Paid Search & Paid Social
Google Ads (Search, Shopping, Performance Max, Display, Video), Meta Ads, LinkedIn Ads, bidding strategies, ad copywriting, match types, campaign management

SEO & Search Visibility
On-page, off-page and technical SEO, keyword research, link building, site speed and indexing, Google Search Console, Ahrefs, SEMrush

Analytics & Conversion Optimization
Google Analytics 4 (GA4), conversion tracking, A/B testing, landing page optimization, Hotjar, Crazy Egg, performance reporting

E-commerce & Email Marketing
Shopify, WooCommerce, product listing optimization, cart abandonment flows, upsell and cross-sell funnels, Klaviyo, Mailchimp, list growth

Social Media & Content
Multi-channel strategy (LinkedIn, Instagram, Facebook, YouTube, X), content planning, long-form copywriting, video and visual storytelling, editorial scheduling

Brand & MarTech
Online reputation management, brand monitoring, review management, Meta Business Suite, Hootsuite, Buffer, Canva, generative AI tools for research and operations

PROFESSIONAL EXPERIENCE

Digital Marketing & Communications Manager
Aug 2023 – Mar 2026

Magemen, Auckland, New Zealand

- Optimized a $15,000/month performance marketing budget for the Magemen e-commerce redesign, achieving a **3.8x ROAS** and a **45% lift in conversion rates** through advanced audience segmentation and A/B testing.
- Independently planned, launched and managed paid search, Shopping, Performance Max and Meta campaigns for B2B and B2C clients.
- Supported multi-channel growth and outreach for online platforms including GoFundIt (NZ school fundraising platform), Big Bike Parts, TSB Living, Unique Wholefood, Timberland, paw cbd and bfx.
- Reviewed GA4 reports and website user journeys to map acquisition flows and identify areas for improvement.
- Applied Klaviyo and generative AI tools to support market research and marketing operations.

Communications Coordinator
Aug 2018 – Oct 2021

JPS, Lahore, Pakistan

- Sold **18 franchises**, supporting each franchisee from investment through to profitability.
- Wrote and designed **16 illustrated books** for ages 3–5, aligned with the International Baccalaureate (IB) curriculum.

Social Media Expert
Mar 2018 – Aug 2018

UMT (University of Management and Technology), Lahore, Pakistan

Internal Communications Manager Dec 2012 – Feb 2018

LCN, Lahore, Pakistan

- Sold **6 franchises**, supporting each franchisee from investment through to profitability.

SELECTED ACHIEVEMENTS

- Wrote standard operating procedures (SOPs) for day-to-day operations and tailored the digital presence to support business growth.
- Published *The Role of L1 in Teaching English in a Multilingual Context* (Lambert Publishing, Germany) and edited *The Abstract Book of Linguistics Research 2015–2017* (UMT Press).

EDUCATION

Graduate Certificate in Information Technology (Gen AI Pathway), Level 7
Future Skills Academy · In progress

AI Skills for the Future (micro-credential), NZQA Level 4
academyEX · In progress

M.Phil. in Applied Linguistics
University of Management and Technology (UMT), Lahore · 2017

MA in TEFL
Allama Iqbal Open University, Islamabad · 2014

MA in English Literature
University of the Punjab, Lahore · 2009

CERTIFICATIONS

- Google Ads AI-Powered Shopping Certification · Google Skillshop
- Digital Marketing Certification · HubSpot Academy
- Complete Shopify Course (Beginner to Expert) · Udemy, July 2026
- Create Scroll-Stopping Content Certification · Canva Design School, July 2026

LANGUAGES

English: Proficient (C2). Member, Chartered Institute of Linguists.