

# Anas Feroz

Performance Marketer/Growth Strategist

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## WORK EXPERIENCE

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### **LEAD PERFORMANCE MARKETER — Think Orion Pte, Ltd.**

Nov '2021 - Present

- Handled **over \$5 million ad spend** running PPC campaigns across **Google, Bing, & Meta**, achieving **20% budget reduction** via cyclic optimizations.
- Managed **7+ client accounts** while implementing a BOF-focused SEA strategy for a up to **40% increase** in sign-up ratios.
- Conducted thorough research, including **keyword analysis, competitor assessment, and audience profiling** for effective market segmentation and messaging.
- Collaborated with major players in the Education sector, such as **Udacity, McKinsey, and Avado**.
- Leveraged **AI for multilingual keyword research** to broaden campaign reach and impact.
- Led cross-functional collaboration to establish and refine **SOPs and workflow systems**.
- Optimized **CPA and ROI** through bid management experiments, first-party data uploads, scheduling, and effective tracker utilization, including Hyros.
- Gained practical experience in programmatic advertising through the use of platforms like **AdRoll and Criteo**.

### **SENIOR DIGITAL MARKETING EXECUTIVE — GADITEK Pvt, Ltd.**

Jan '2020 - Oct' 2021

- Devise and executed **multichannel traffic-driving strategies**, incorporating **web, email, and social media**.
- Executed **email outreach campaigns** for **quality backlinks**, utilizing **influencer marketing, skyscraper technique, HARO, and media buying**.
- Analyzed user behavior data using tools like GA, GSC, Ahrefs, and BuzzSumo.
- Led the **transformation of a content team**, optimizing KPIs, SERP intent, snippets, and competitive structures.
- Collaborated with development and design teams to improve **SEO in UI/UX, code, and site architecture**.
- Introduced **SB Originals** by conducting **interviews with industry influencers**, that gained community attention.
- Facilitated the onboarding of brand sites for **PureVPN's SaaS affiliate program**.
- Mentored and trained a team of two SEO interns on best practices, community marketing, and ranking factors.

### **DIGITAL MARKETING EXECUTIVE — GADITEK Pvt, Ltd.**

Nov '2016 - Dec' 2019

- Conducted comprehensive keyword research, competitor analysis, and **market viability assessment** for low-hanging and transactional keywords.
- Utilized **trend jacking**, sentiment analysis, personification, and intent-based phrasing to drive quality traffic.
- Developed content **ideas for various funnel stages** (TOFU, MOFU, BOFU) and managed on-site/off-site content creation, collaborating with the SEO team for improved search engine visibility.
- Conducted **outreach to media sites** for potential backlinks and sponsored marketing.
- Demonstrated expertise in search engine algorithms, updates, and ranking factors.
- Overseen **content linking, navigational optimization**, information flow, and persona evolution for enhanced user experience.

### **MANAGEMENT TRAINEE — GADITEK Pvt, Ltd.**

Aug '2016 - Oct' 2016

- Developed understanding of modern SEO, on-page, off-page, backlinks generation, keyword research, data analysis, content marketing, and ranking techniques.
- Developed practical knowledge in content audit, governance, incentivization, measurement metrics, prospect personification, and effective outreach writing.
- Learned the art of initiating and leading discussions in online forums and social communities to drive targeted traffic.

## EDUCATION

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### Master of Business Administration (MBA) in Marketing

Graduated in 2016

Iqra University - Karachi, Pakistan

### Bachelor of Commerce

Graduated in 2012

S.M. Govt. Arts & Commerce College - Karachi, Pakistan

## SKILLS

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- SEA/Paid Search
- Display Advertising
- Video Marketingg
- Competitive Analysis
- Advanced Keyword Research
- Landing Page Optimization
- Creative & Copy Design
- E-A-T & GSQR Expertise
- Data & Analytics
- Strategy and Planning
- Funnel Analysis
- A/B Testing
- On-Page SEO
- Off-Page SEO
- HTML, CSS, & Coding Basics
- Site Audit and QA

## TOOLS

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Google Ads, Microsoft Ads, Meta Ads, SpyFu, Opteo, Ahrefs, Moz, SurferSEO, Semrush, HotJar, Screaming Frog, Google Search Console, GA4, MS Excel, Microsoft Office, JasperAI/ChatGPT, Asana, Clickup, Jira, Notion

## CERTIFICATIONS & TRAININGS

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- Google Search Ads Certified
- Microsoft Ads Certified Professional
- Google Analytics Certified
- Hubspot Content Marketing & Influencer Marketing Certified
- Udemy Content Marketing Certified
- Coursera Content marketing & SEO certified

**TRAININGS:** Isaac Rudansky Google AdWords Training, Conversion Optimization by CXL, Ahrefs Authority Hacker

## ACHIEVEMENTS

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- Drove an impressive 150% revenue growth within the first 6 months through strategic PPC initiatives.
- Earned monthly performance awards three times for consistently surpassing KPIs.
- Successfully managed a diverse client portfolio, consistently achieving double-digit percentage growth.
- Pioneered a Dynamic Headline search ads framework that substantially boosted CTRs and reduced CPLs.