

Imran Sarwar

Helping Australian Businesses Grow Faster Online With Digital Marketing, Inbound Marketing, Research & Salesforce

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Summary

Helping Australian Businesses Grow Online.

I am an Internet Marketing Specialist who is keen to explore new ideas and opportunities. I am passionate about results and improving KPI's. My success has been proven in different industries in Australia, Pakistan and USA.

With over 7 years of experience in Digital World i am an expert in Inbound Marketing, Core Marketing Strategies and Conversion optimization.

My Specialties include:

- Core Marketing Strategies
 - Disruptive innovation Strategies
 - Online advertising strategy and sales
 - Metrics analysis
 - Survey design
 - Branding & Strategic Brand Management
 - Marketing Research
 - Inbound Marketing
 - Search Engine Optimization & Search Marketing
 - Venture Capital Marketing
 - New Product Development & Framework Development
 - Growth Audit
 - Product / Services Audit
 - Web 2.0 social networks and social media
 - Advanced Marketing Analytics
 - Financial Modeling & Marketing Finance Control Analysis
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Experience

Digital Marketing Manager at Ennovative Pty Ltd

April 2012 - Present

The major tasks which i had to perform are listed below :

- Assisting and managing marketing campaigns and communication
- Developing New Products & Services
- Survey Design, Market Research with in-depth data analyses using traditional and advanced methods.
Authoring reports containing actionable recommendations
- International Marketing & Sales Consultancy
- Developing and driving the e-commerce strategies and implementation of inbound Marketing using Hubspot & Business Catalyst.
- Brand development,PPC -SEM -SEO Management & Analysis
- Developed brand strategy, statistics systems for Data Analysis & Forecasting
- Strategic Marketing & Core Strategy Development
- White Paper & Research Paper Development
- Implementation of Agile Scrum
- Salesforce, Hubspot and Marketo

Associate Country Manager For Australia at International Institute of Marketing Professionals

January 2014 - Present

Member of Global Alliances Committee at IIMP®. Committee is responsible for the direction and management of development and growth of Alliances and setting IIMP® institutes in order to establish Internationally Accepted Marketing Standards and IIMP®'s marketing designations around the world.

Founder at iDonate

September 2011 - Present

The agenda behind building this non profit organization was to work as a bridge between donors and needy people. Within 2 years of working iDonate is taking care of people under followings:

- 1- Community Services
- 2- Education
- 3- Virtual Blood Bank
- 4- Health Services
- 5- Income Support Programs

Digital Marketing Executive

July 2009 - January 2012 (2 years 7 months)

Managing marketing campaigns and communications.

- Prepared annual marketing program and marketing strategies.
- Looked after project schedule and the time of product launch
- Help customers with enquires – provide advice, styling tips and product knowledge
- Online promotions & merchandising to maximize conversion rate & average order value.

- Managing portfolio of accounts, Dealing with all aspects of a campaigns.
 - Ecommerce Lead Generation and Consumer Behavior Analysis.
 - Directed creative ad development including print production, online ads and video ads.
 - Experimenting with new & alternative ways to leverage online sales.
 - Increased online sales by over 100% through conversion rate, average order value & traffic improvements
 - Optimization using Google Analytics & usability testing.
 - Customer Behavior Analysis and Search Engine Optimization
 - Management of the Ecommerce Offline marketing: literature production, direct mail, print advertising.
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Education

University Of Lahore

Master of Philosophy (MPhil), Business & Investment, 2011 - 2014

Superior University

Master of Business Administration (MBA), Business, Management, Marketing, and Related Support Services, 2008 - 2010

University of the Punjab, Lahore

Bachelor of Commerce (BCom), Business/Commerce, General, 2006 - 2008

Honors and Awards

Scholarship

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[Contact Imran on LinkedIn](#)