

TARAZI MEHMOOD



WORK EXPERIENCE



Growth Hacker

Apex Marketing Solutions Inc

A digital marketing agency specializing in SaaS product marketing. With over 100 high ticket clients

Jan 2022 to Present
(Ongoing)

- Have produced leads with as little as \$5.45 CPL
- Worked with the design team and developers to create landing pages and carrying out LPO. Maintained a positive ROA throughout.
- Coming up with new strategies to keep things fresh.

Digital Marketing Manager

Speakeasy Marketing Inc

A digital marketing agency specializing in Attorney Marketing situated in Dallas Texas..

November 2020 to January 2022
(1 year, 3 months)

- Ran Facebook and Google Campaigns.
- Worked with high ticket clients and generated leads for some of the leading law firms in Dallas, Texas.
- Dropped the CPL to as low as \$5.

Podcast Producer

Finding Genius Podcast

March 2017 to November 2020 (3 Years)

- Planning, coordination and management around the title and descriptions.
- Writing and editing as well as Content management, PPC and Organic Promotion., marketing, release and distribution



DIGITAL MARKETER



[linkedin.com/in/tarazi-mehmood](https://www.linkedin.com/in/tarazi-mehmood)



tarazi2009@hotmail.com



+923344276258

RELEVANT SKILLS

- Copywriting
- Ad / Landing Page Design
- CRO
- LPO
- Analytics

EDUCATION HISTORY



**Bachelor of Science in Business Administration,
Major in Marketing**
University of Lancaster

2016

- Class Representative
- Winner of the workshop for Innovative Business Ideas. Amongst 50 teams.



Paid Traffic Mastery
Digital Marketer Lab

2018

VOLUNTEER WORK, AWARDS, AFFILIATIONS, AND INTERESTS

Paid Traffic Mastery
Digital Marketer Lab
2018

This certification taught me:

1. Media Buying Plans
2. The Dos and Don'ts of Major Platforms
3. How to convert Cold Strangers into Hot Buyers.

Content Marketing Mastery
Digital Marketer Lab
2018

This certification taught me:

1. Converting content into Free Organic Traffic
2. Building Authority and Credibility with Prospects.
3. How to convert Cold Strangers into Hot Buyers.

Search Marketing Mastery
Digital Marketer Lab
2018

This certification taught me:

1. This is something that we ought to be doing.
2. The Dos and Don'ts of Major Platforms
3. How to Convert Cold Strangers into Hot Buyers.

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