



WAQAS ALI BABAR

Performance Marketing | Digital Marketing | Data Analyst



Resume Summary

With years of experience in digital marketing, I am a goal-oriented and research-driven professional who focuses on digital change and how to capitalize on it. Wide range of skills and expertise in, Digital Marketing, Digital asset management and Data analytics.



Work Experience

10/21 - Present

Front Row Hamburg Germany

Performance Marketing Manager

- Managed cross-platform paid media campaigns (Amazon, Google, Meta, eBay, Otto, About You, Zalando, CitrusAd, Criteo) with a €1.5M+ annual portfolio.
- Produced comprehensive reporting and analytics using Microsoft Power BI, Power Query, Power Pivot, SQL, and DAX.

06/19 - 10/19

Red Communication Arts

Creative Group Head

- Devised digital marketing strategies for Google Ads, Facebook, Instagram, and Snapchat to boost engagement and interactions.
- Collaborated with the performance marketing team for strategic execution and campaign insights.
- Produced reports and insights from campaign data using Power BI and Excel.

09/18 - 06/19

University of South Asia

Digital Marketing Manager | Lead

- Strategised and executed digital ad campaigns across various social media platforms (Facebook, Instagram, Google, LinkedIn).
- Produced insightful reports and analytics using Power BI and Excel, leveraging Power Query and Power Pivot.
- Lead Generation, Achieved 1k+ leads per program for university admissions.

12/17 - 09/18

Icon Software & Studios

Digital Marketing Manager

- Oversaw 15+ clients, providing expertise in digital marketing and social media marketing services encompassing websites, SEO, SEM, and Google My Business and Maps optimization. Managed campaigns on platforms including Facebook, Instagram, and Snapchat.
- Proficiently planned and executed paid campaigns using Facebook Business Manager, Google Ads, and other channels.
- Delivered comprehensive insights and reports through Excel and PowerPoint presentations.

03/14 - 12/17

Branded Consultants

Creative & Digital Lead

- Established and managed digital presence for multiple clients, encompassing social media networks, websites, and Google My Business and Maps profiles.
- Consistently produced and published content across various platforms such as Instagram, Facebook, LinkedIn, and Google Ads.
- Executed paid campaigns for created content using Facebook Business Manager, Google Ads, and other platforms.



Personal Info

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Skills

Digital Marketing

Performance Marketing

Data Analytics

Marketing Analytics

Power Query

DAX

Python

PPC

SQL | VBA | PHP | HTML



Languages

English



Native

Deutsch



Basic

Urdu



Native

Hindi



Intermediate

10/12 - 12/14

Web Sketchers

Creative manager Social

- Manage and produce the content required in digital, social media and other related marketing tasks.

12/11 - 09/12

SGS Pakistan

- Business Development Executive



Certifications

2023-2024

IBM Data Analyst Professional Certificate

- Python language for analyzing data, Excel spreadsheets and BI tools like IBM Cognos Analytics & Tableau. Databases and SQL for Data Science.

Amazon Advertising Foundations Certification

Amazon Sponsored ads certification

Facebook Create Facebook Ads

Facebook Targeting: Core Audiences

Google Ads Fundamentals

Google My Business Manager Certification



Education

2019-2021

Darmstadt University of Applied Sciences - h_da

Master of Arts, MA. Leadership in creative industries

2011-2013

Lahore School of Economics

Masters of Business Administration P-MBA (I)
(Double Majors in Marketing and Finance)

2007-2011

Lahore School of Economics

Bachelor of Business Administration BBA (Honors)
(Majors) Marketing (Minors) Media



Skills

- **Amazon Ads | Google Ads | Facebook Ads** (Pay Per Click (PPC))
- Microsoft **Office** Advanced **Excel**
- **Data modelling Analytics & Reporting | Power BI | Analytical Skills**
- Basic SEO / SMM / Digital Presence Specialist
- Working knowledge of ; **Python, SQL, VBA, DAX, PHP, HTML**
- Worked 2 years in the Google AdSense program.



References

Katja Reygate

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Tim Nedden

Front Row Germany
Managing Director
tim.nedden@frontrowgroup.de



Software

Microsoft Office



Power BI



Cognos



Adobe Suite



Wordpress



Hobbies & Interests

Technology

Cooking

Programming

Designing