

ATIF KHAN

Digital Marketing Manager | Growth Marketing | Fundraising Marketing | Brand Communications | Performance Marketing | Creative Leadership

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Professional Summary

Results-driven Digital Marketing and Brand Communications Leader with 10+ years of experience driving digital growth, fundraising campaigns, performance marketing initiatives, brand development, stakeholder engagement, and creative communications across nonprofit, healthcare, technology, SaaS, startup, and agency sectors. Proven success managing multi-channel campaigns across Meta, Google Ads, YouTube, SEO, content marketing, fundraising communications, and brand awareness programs.

Core Competencies

Digital Marketing Strategy, Performance Marketing, Growth Marketing, Fundraising Marketing, Brand Management, Marketing Communications, Lead Generation, Donor Acquisition, Meta Advertising, Google Ads, YouTube Advertising, Google Analytics 4, SEO, Content Marketing, Marketing Automation, Stakeholder Management, Vendor Management, Budget Management, Event Marketing, Creative Direction, Campaign Management, Conversion Optimization, Data Analytics, Team Leadership

Professional Experience

Layton Rahmatulla Benevolent Trust (LRBT) – Digital Marketing Manager & Creative Lead

- Led digital fundraising campaigns supporting Ramadan Zakat donation drives with advertising investments exceeding \$50,000 across Meta, Google Ads and YouTube.
- Delivered campaign ROAS ranging between **6% and 8.5%** through audience targeting and campaign optimization.
- Increased social media audience growth by **approximately 80–85%** organically.
- Improved campaign conversion performance by 3–4% through Donation / landing page and campaign optimization.
- Managed monthly digital advertising budgets up to **PKR 300,000**.

- Directed integrated communications and branding support for 20 hospitals nationwide.
- Managed and mentored a team of 5 marketing and creative professionals.

Variantage Inc. – Digital Performance Marketing Manager

- Managed branding, UI/UX strategy and digital marketing initiatives for B2B and B2C technology products.
- Developed brand identities, marketing assets and digital communication materials for Canadian startups.

Mediaatif – Digital Marketing & Creative Design Consultant

- Delivered digital marketing, branding, UI/UX and performance advertising solutions for local and international clients.

Education

MS Digital Marketing & Artificial Intelligence (In Progress) – Iqra University

MBA Marketing & Advertising – PAF-KIET University

Certifications

- Fundamentals of Digital Marketing – Google Digital Garage
- Meta Business Verification Specialist
- Google Business Profile Management Specialist
- Advanced Figma UI/UX Research Certification
- Canva Professional Certification
- Adobe Premiere Pro Video Editing
- CapCut Professional Video Editing
- STEM Advanced Certification
- Robotics & IoT Certification
- Digital Marketing Online Certificate
- SEO / SEM Certificate
- Entrepreneurship Workshop
- Communication Designing