

PORTFOLIO.



Rohan Kashif

Social Media Marketing | Freelancer

About Me

I am a dedicated social media marketing freelancer who helps small business owners, independent contractors, and personal brands build a strong and impactful online presence. I specialize in creating tailored strategies that boost organic growth, increase engagement, and establish a recognizable brand identity. My approach blends creativity with smart, data-driven insights to deliver results that actually matter



Education

- **Intermediate (In Progress):** Ziauddin College, Karachi – 2024–Present
- **Matriculation:** Excellence Primary & Secondary School, Karachi – 2024
- **Certification: Digital Marketing** – Specialization in Social Media Advertising & Website Design (2 Year – Completed)



Skills

- Meta Ads (Facebook & Instagram) — Campaign strategy, targeting, budgeting
- Media Buying & Performance Marketing (Advantage+, Catalog Sales)
- Pixel & Conversion API (CAPI) setup and tracking
- Audience research, Lookalikes, Retargeting, A/B testing
- Shopify store setup & product page optimization
- Lead generation funnels, landing pages & CRO basics
- Basic design: Canva (post creatives)
- Reporting: campaign KPIs, ROAS, CTR, CPL
- Communication & client coordination

Services Offered

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- **Social Media Account Setup & Optimization (Facebook, Instagram, TikTok, etc.)**
- **Content Creation – Posts, Stories, and Reels that match your brand**
- **Social Media Management – Daily posting, scheduling, and community engagement**
- **Social Media Strategy & Planning – Custom strategies for growth & branding**
- **Audience Growth & Engagement – Increase followers and improve interactions**
- **Paid Advertising Campaigns – Facebook & Instagram ads for sales and reach**
- **Analytics & Performance Reporting – Monthly insights and improvements**
- **Competitor & Market Research – Know what works in your niche**
- **Shopify Store Setup & Optimization (if client needs e-commerce help)**

Work Experience

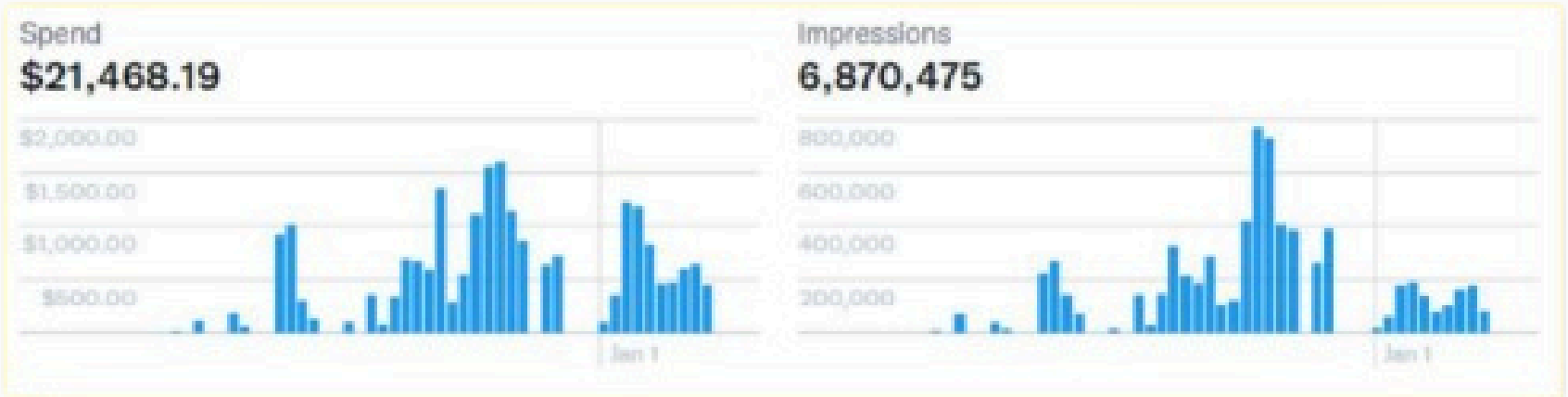
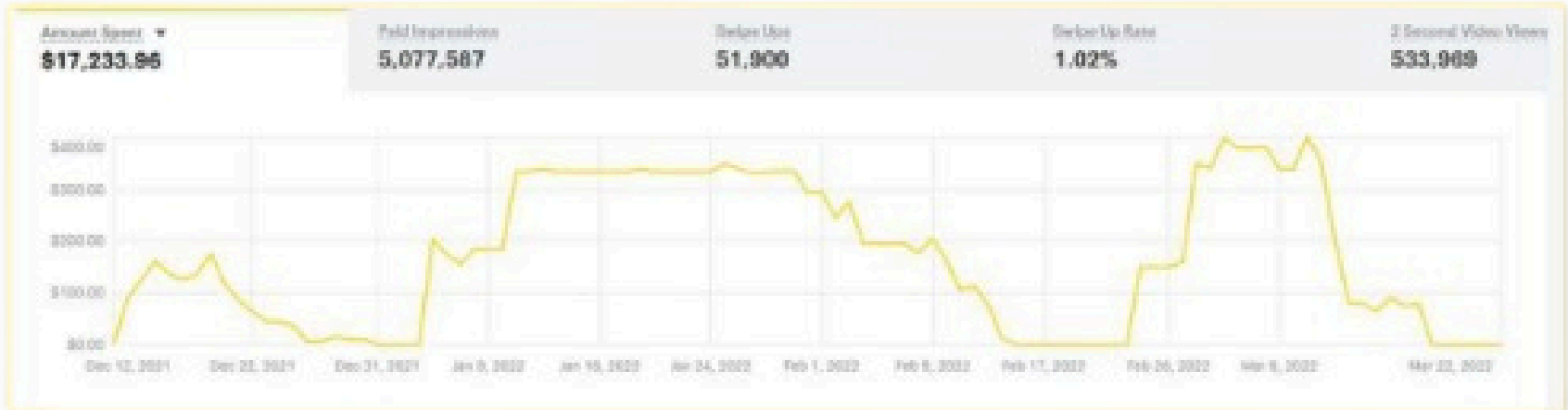
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Results	Reach	Impressions	Cost per result	Amount spent
322 Messaging Conversa...	133,151	264,827	\$0.85 Per Messaging Conv...	\$273.71
370,566 Post Engagements	569,436	1,340,525	\$0.002 Per Post Engagement	\$717.43

Results	Reach	Impressions	Cost per result	Amount spent
87 On-Facebook Leads	46,528	84,748	\$0.23 Per On-Facebook Le...	\$4,369.77

194 Messaging Conversa...	22,736	52,054	\$1.02 Per Messaging Conv...	\$198.21
72,806 Post Engagements	31,456	121,340	\$0.003 Per Post Engagement	\$242.03
179 Messaging Conversa...	27,107	95,082	\$0.90 Per Messaging Conv...	\$161.99
56,773 Post Engagements	94,827	257,061	\$0.003 Per Post Engagement	\$183.52
42,031 Post Engagements	77,541	218,431	\$0.004 Per Post Engagement	\$183.58
46,109 Post Engagements	54,784	81,526	\$0.0004 Per Post Engagement	\$20.16

885,889 Post Engagements	1,185,934	3,829,354	\$0.001 Per Post Engagem...	\$696.45
35,186 Post Engagements	81,974	153,654	\$0.002 Per Post Engagem...	\$80.27
85,011 Post Engagements	418,339	1,071,849	\$0.003 Per Post Engagem...	\$258.14
129,397	304,104	977,215	\$0.01	\$736.38



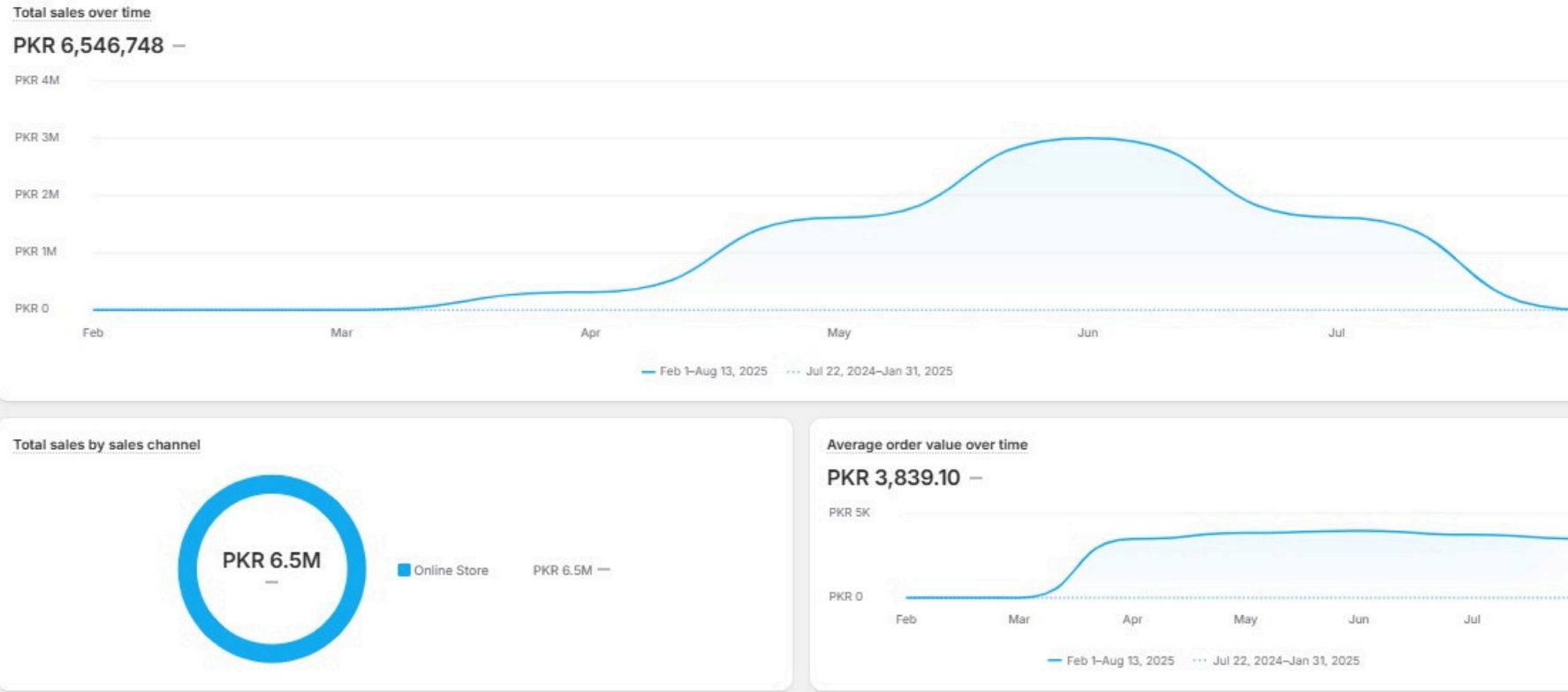
Work Experience

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Amount spent	Results	Cost per result	Purchase ROAS (return on ad...	Website purchase ROA...	Reach
Rs25,185.46	79 Website purchases	Rs318.80 Per Purchase	5.81	5.81	
Rs21,503.55	77 Website purchases	Rs279.27 Per Purchase	6.02	6.02	
Rs45,785.54	145 Website purchases	Rs315.76 Per Purchase	6.64	6.64	
Rs43,889.89	97 Website purchases	Rs452.47 Per Purchase	5.76	5.76	
Rs1,300.64	1,574 Link clicks	Rs0.83 Per Link Click	—	—	
Rs999.65	1,176 Link clicks	Rs0.85 Per Link Click	—	—	
Rs17,655.10	16	Rs1,103.44	1.81	1.81	

Purchase ROAS (return on ad...	Website purchase ROA...	In-app purchase ROAS (return ...	Amount spent	Results	Cost per result
10.27	10.27	—	Rs1,475.35	4 Website purchases	Rs368.84 Per purchase
8.78	8.78	—	Rs427.05	1 Website purchase	Rs427.05 Per purchase
18.64	18.64	—	Rs1,209.66	5 Website purchases	Rs241.93 Per purchase
13.93	13.93	—	Rs1,636.36	6 Website purchases	Rs272.73 Per purchase
14.29	14.29	—	Rs5,592.74	21 Website purchases	Rs266.32 Per purchase
—	—	—	Rs860.45	— Website purchase	— Per purchase
22.56	22.56	—	Rs5,934.10	37 Website purchases	Rs160.38 Per purchase
23.78	23.78	—	Rs67,718.82	413 Website purchases	Rs163.97 Per purchase
13.52 Average	13.52 Average	— Average	Rs280,677.95 Total Spent	953 Website purchases	Rs294.52 Per purchase


Amount spent ↑↓	Results ↑↓	Cost per result ↑↓	Purchase ROAS (return on ad...	Landing page views ↑↓
Rs2,359.04	16 Website purchases	Rs147.44 Per Purchase	6.40	146
Rs3,222.36	26 Website purchases	Rs123.94 Per Purchase	7.70	210
Rs6,621.06	23 Website purchases	Rs287.87 Per Purchase	3.36	249




Why Choose Me?

- *Result-Driven Campaigns – Maximize ROI & conversions*
- *Campaign Audit & Optimization – Fix weak spots fast*
- *Competitor Analysis – Outperform your rivals*
- *Full Campaign Management – From setup to scaling*
- *Targeted Ad Strategies – Built for your business*

Let's collaborate

 Take your business to the next level with high-converting Meta Ads.

Contact me today to discuss how we can create a winning strategy for your business!

 **Contact no:** +923269958339

 **Email Address:** rohankashf40@gmail.com

