

 Karahii, Pakistan

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 haroonfarhan110@gmail.com

 LinkedIn: (Add if available)

WORK EXPERIENCE

Founder & Digital Marketing Lead – Zwiry

Jun 2024 – Present

CORE SKILLS

Digital Marketing

- Performance Marketing (Meta Ads)
- Audience Targeting & Segmentation
- Campaign Optimization
- Influencer Marketing
- Social Media Strategy
- Sales Funnel Development

LANGUAGES

- Urdu – Native
- English – C1 (Advanced)
- German – A2 (Pre-Intermediate)

Farhan Haroon

E-Commerce & Digital Marketing Specialist

PROFESSIONAL SUMMARY

Results-driven e-commerce founder and digital marketing specialist with hands-on experience building and scaling a Gen-Z-focused clothing brand. Experienced in paid advertising, influencer marketing, audience targeting, and performance optimization. Strong analytical mindset with the ability to translate customer insights into growth strategies. Seeking opportunities in digital marketing, performance marketing, or e-commerce management at national or international level.

WORK EXPERIENCE

Founder & Digital Marketing Lead – Zwiry Jun 2024 – Present

- Launched and managed a direct-to-consumer clothing brand targeting Gen-Z audiences.
- Planned and executed paid advertising campaigns (Meta Ads) to generate traffic and conversions.
- Collaborated with influencers to increase reach, engagement, and brand credibility.
- Conducted market research to identify trends, customer preferences, and pricing strategies.
- Managed product sourcing, inventory control, and order fulfillment processes.
- Optimized campaigns using performance data and audience insights to improve ROI.
- Developed customer retention strategies to increase repeat purchases.

CORE SKILLS

E-Commerce & Business

- Market Research & Competitive Analysis
- Product Positioning
- Inventory Management
- Brand Development

E-Commerce & Business

- Market Research & Competitive Analysis
- Product Positioning
- Customer Retention Strategy
- Brand Development

EDUCATION

Intermediate – Concordia Colleges | Malir

Aug 2023 – Jun 2025

CERTIFICATION

Digital Marketing & E-Commerce Mastery Saylani Mass II Training

Jul 2025 – Jan 2026