Muhammad Ayan Rizwan Khan

Digital Marketing Intern Candidate · Karachi, Pakistan

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Professional Summary

I finished the digital marketing course at SMIT, where I trained in Meta Ads, Google Ads, SEO and Shopify. On the side, I built Shopify stores for the Pakistan market as practice projects, so I've seen how ads, product pages and buyer behavior fit together. I'm looking for an internship where I can work on real campaigns and learn from the results.

Skills

- **Meta Ads:** campaign setup, audience targeting, ad creatives, budget and performance tracking
- **Shopify:** store setup, product listings, collections, theme customization, basic Liquid
- **Google Ads:** search campaigns, keyword research, ad copy
- **SEO:** keyword research, on-page SEO, off-page SEO, technical-SEO, product and collection page optimization
- **Email Marketing:** campaign setup, promotional emails
- **E-commerce and Ad Creatives:** product positioning, offers, static ad design

Experience

Shopify Practice Projects (self-directed) · Karachi · 2026

- Built Shopify stores for the Pakistan market as hands-on practice, including 42 product listings with collections and theme customization.
- Worked on store branding and product page layout to make products look better to buyers.
- Used what I learned in Meta Ads and SEO to practice driving traffic to the store pages.

Education

Digital Marketing Course · SMIT (Saylani Mass IT Training) · Completed 2026
Meta Ads, Google Ads, SEO, Shopify, Email Marketing, E-commerce

Currently studying Matric

Languages

Urdu · English