PORTFOLIO

ISRAR KHAN

DIGITAL MARKETER & CREATIVE STRATEGIST



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About Me

Hi I am

ISRAR KHAN

DIGITAL MARKETER & CREATIVE STRATEGIST

A creative professional passionate about Graphic Design, Social Media Marketing & Meta Ads. I specialize in creating visually engaging designs and creative content that help businesses strengthen their online presence, communicate their message, and connect with their target audience.

I'm continuously expanding my knowledge of Digital Marketing, exploring new strategies, and developing my skills to grow beyond design and understand the broader digital marketing ecosystem. I believe great design goes beyond aesthetics; it's about delivering the right message and making a lasting impression.



1.5+
YEARS OF EXPERIENCE

38+
PROJECTS COMPLETED

Core Skills



Graphic Design

Creating compelling visual content to communicate your message effectively.



Social Media Managment

Handling, scheduling, and growing your online presence across various social platforms.



Brand & Visual Identity

Developing a unique look, feel, and aesthetic to distinguish your business.



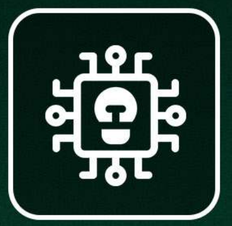
Paid Advertising (Meta Ads)

Running targeted ad campaigns on Facebook and Instagram to drive traffic, leads, and sales.



Content Creation & Writing

Crafting engaging written materials and multimedia tailored for your target audience.



AI-Powered Solutions

Utilizing artificial intelligence tools to automate processes, generate insights, and enhance efficiency.

My Approach

01

DISCOVERY & STRATEGY

I use research and data to guide decisions. I dive deep into business bottlenecks, target audiences, and core objectives to engineer a data-backed conversion roadmap. This ensures every move I make is deliberately aligned with the ultimate goal.

02

BRAND IDENTITY & DESIGN

First impressions dictate conversions. I craft premium, cohesive visual identities and high-end graphics that instantly build industry authority and trust, ensuring the business actively communicates its core value to premium buyers.

03

CONTENT CREATION & WRITING

I utilize psychology-driven copywriting to craft targeted messaging. This ensures a brand's voice remains deeply engaging and persuasive, strategically designed to seamlessly turn casual readers into qualified prospects.

04

TARGETED TRAFFIC & SOCIALS

I use targeted Meta Ads and active social media management to capture high-intent audiences. Instead of driving empty clicks, I focus on the right demographics to seamlessly turn your traffic into profitable sales.

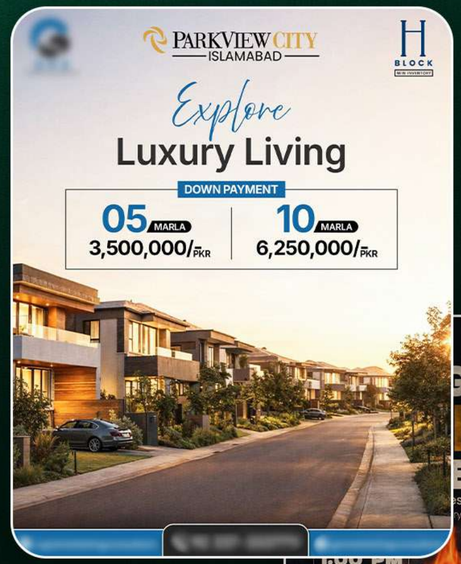
05

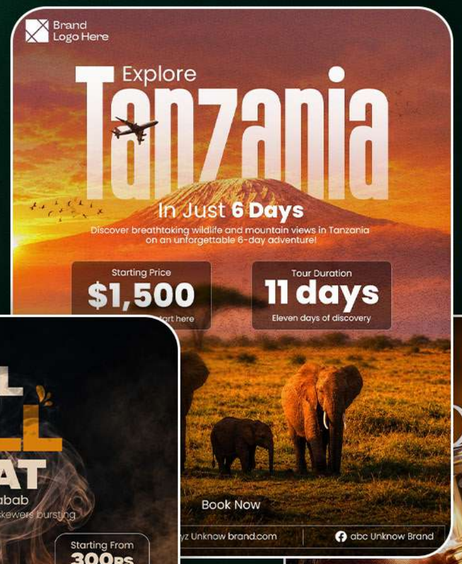
SCALE & OPTIMIZATION

I don't just launch and leave. I continuously monitor performance data and track user behavior to optimize your campaigns. By scaling what works and cutting what doesn't, I deliver a long-term increase in your leads, sales, and ROI.

DESIGN WORK

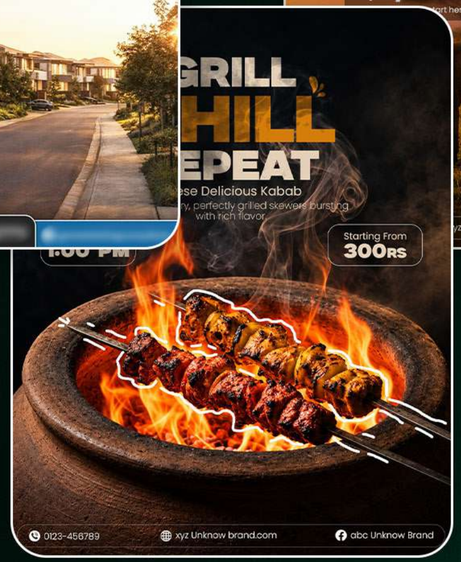
Social Media Designs


















FRONX
Lane Keep Assist
Blind Spot Detection
Cruise Control
Prioritizing
SAFTY
For your loved ones
The FRONX comes equipped with a total of six airbags: dual front, side and curtain airbags, ensuring the utmost protection for both the driver and co-passengers.


Brand Logo Here
Wear your identity with pride
Elevate every look with 18K gold pieces crafted for your unique style.
18K Gold Plated
Elegance that Shines
pkr 2,500 rs
Fit for royalty
Manufacturer | Wholesaler | Exporter
0123-456789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STARTS FROM
649/-


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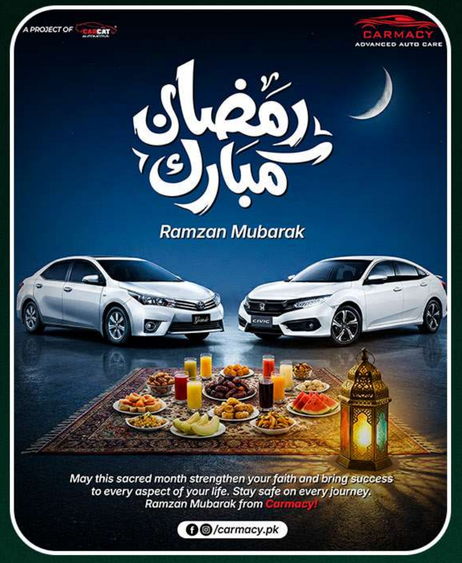
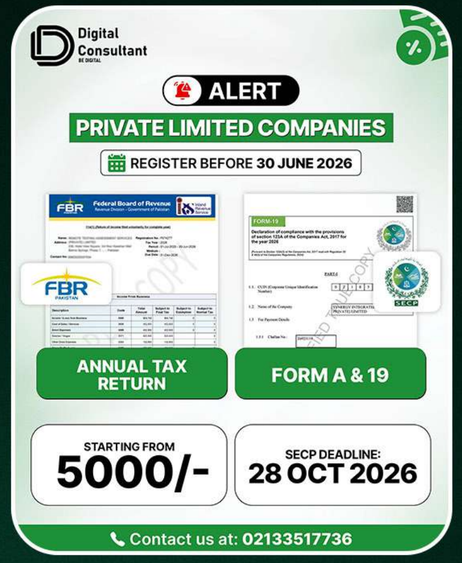
www.zeethree.net


MORE THAN JUST SUNDAE
CHOCO HAVEN BAKESHOP
The IKIGAI Journey


Brand Logo Here
DUAL SENSE
EDGE CONTROLLER
Gain the competitive edge with custom controls, remappable buttons, and immersive precision.
BLUETOOTH 5.0
DUAL VIBRATION
Feel every hit with immersive haptic gaming feedback.
Experience lag-free wireless gaming with immersive haptic vibration and ultimate custom control.
Dominate every game with precision control, custom remapping, and total immersive feedback.
Haptic feedback
Adaptive triggers
Long range
Motion sensing
Headset jack
Low latency
Integrated speaker
USB-C charging
Custom controls


Brand Logo Here
TRADITIONAL
MEAL WITH
AUTHENTIC LOCAL TASTE
Authentic Malayalam meal packed with traditional flavors, now just 599rs!
Cherries Special Offer
ONLY IN 599rs
Order Your Meal!
0123-456789
xyz Unknow brand.com
abc Unknow Brand


A PROJECT OF CARMACY
CARMACY
ADVANCED AUTO CARE
رمضان مبارک
Ramzan Mubarak
May this sacred month strengthen your faith and bring success to every aspect of your life. Stay safe on every journey.
Ramzan Mubarak from Carmacy!
/carmacy.pk


Digital Consultant
ALERT
PRIVATE LIMITED COMPANIES
REGISTER BEFORE 30 JUNE 2026
FBR
Federal Board of Revenue
ANNUAL TAX RETURN
FORM A & 19
STARTING FROM
5000/-
SECP DEADLINE:
28 OCT 2026
Contact us at: 02133517736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Expert Hands
Trusted Suzuki Service
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Flyers & Promotional Designs

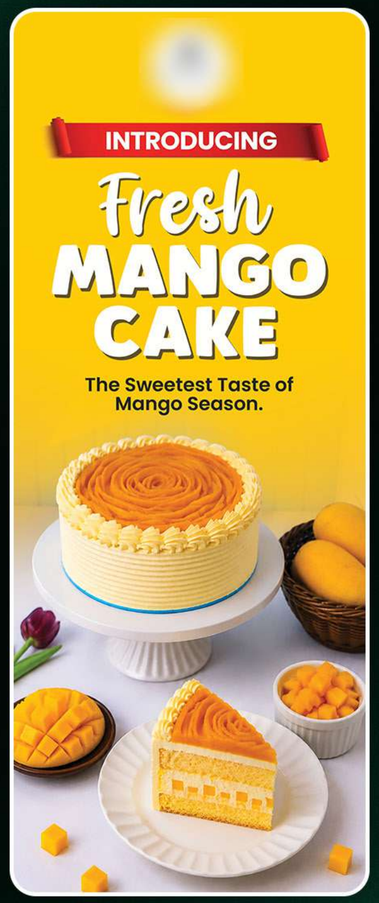
PROMOTIONAL FLYERS CREATED FOR CAMPAIGNS, OFFERS AND EVENTS



Standee Designs

LARGE-FORMAT PROMOTIONAL DESIGNS CREATED FOR EVENTS AND BRAND VISIBILITY













Linkedin Profile Revamp

Book a Free
1:1 STRATEGY CALL

Turning *Traffic* Into *Revenue* with Data-Driven Ads & Websites

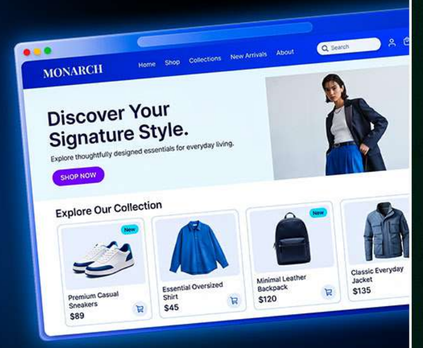
- Performance Marketing
- Web Development
- Social Media Strategy



BOOK A 1:1 STRATEGY CALL



WHY CHOOSE ME? EXPOLORE PORTFOLIO!



Calligraphic Logos

















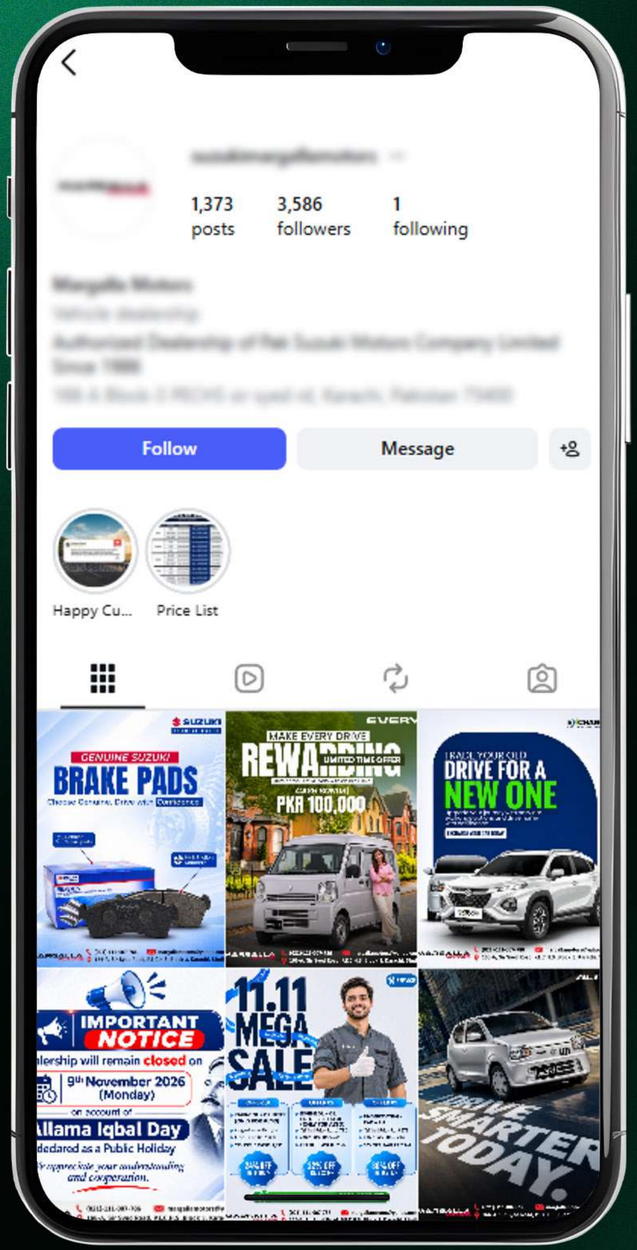




SOCIAL MEDIA MANAGEMENT

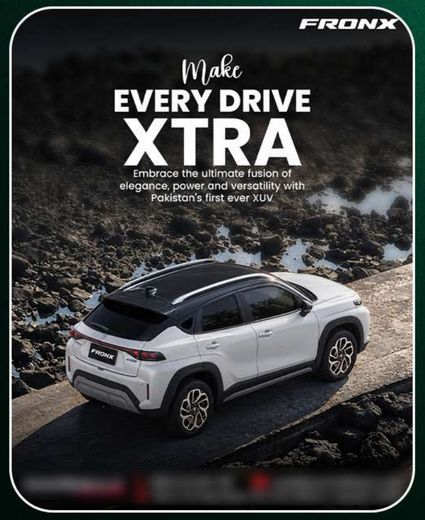
CONTENT PLANNING | CREATIVE DESIGNS | PUBLISHING

Social Media Management







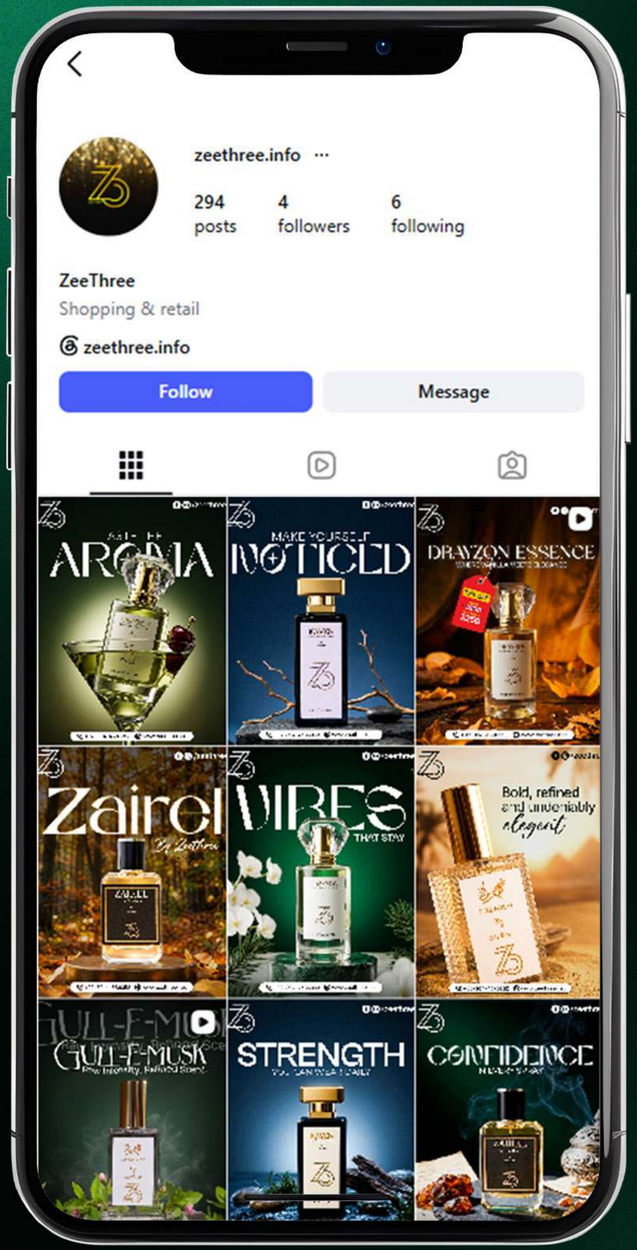




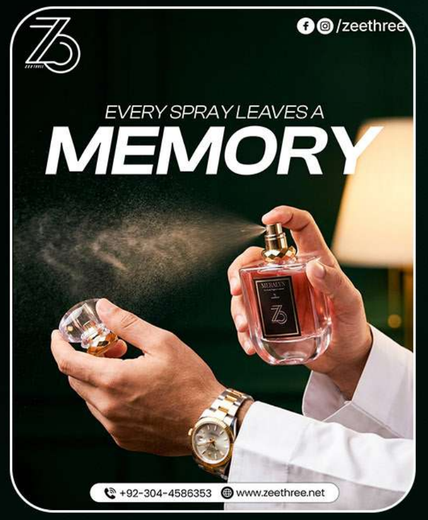


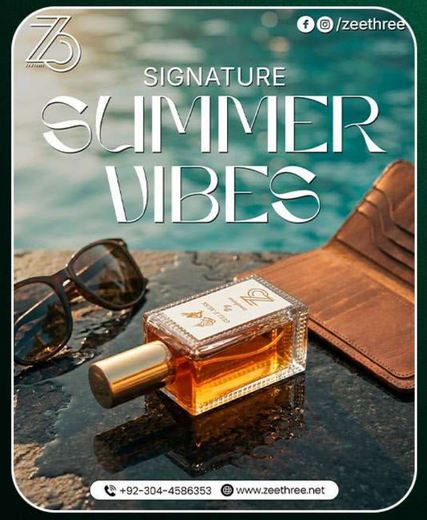


Social Media Management











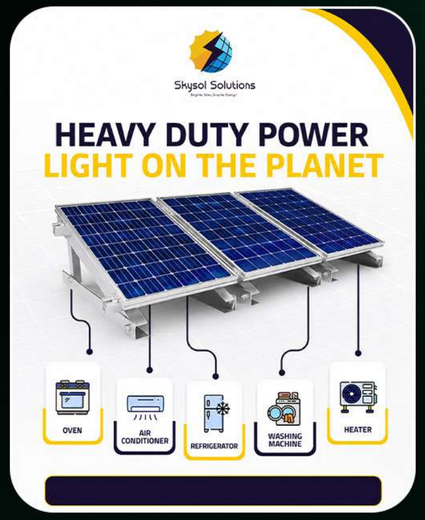


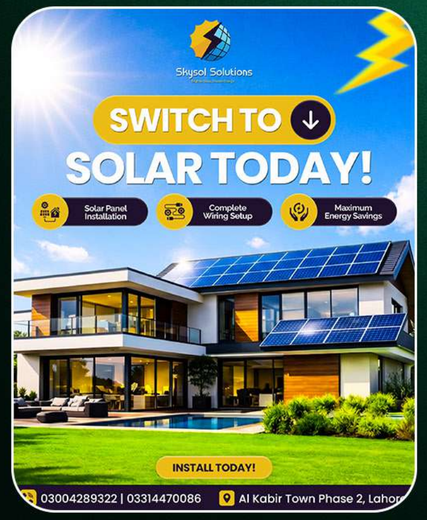


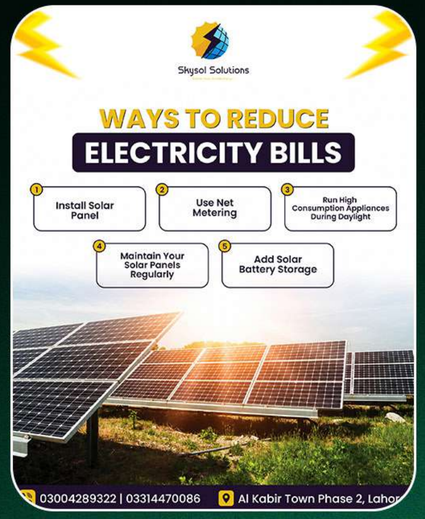
Social Media Management

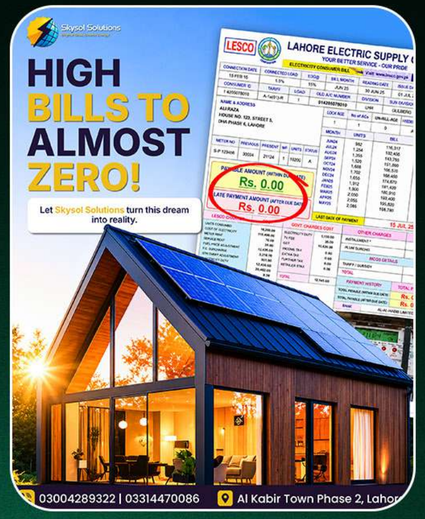






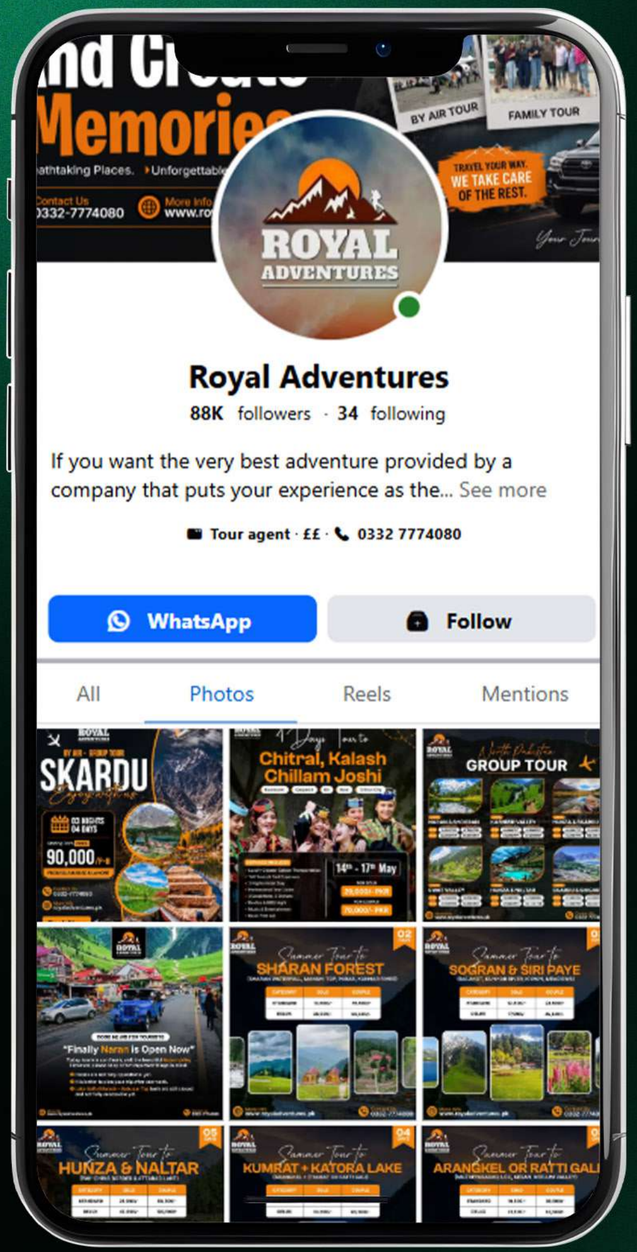






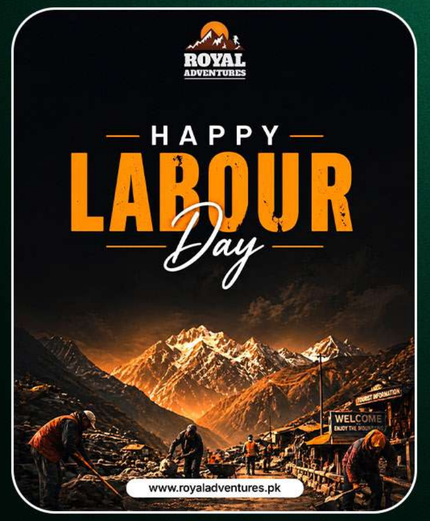


Social Media Management











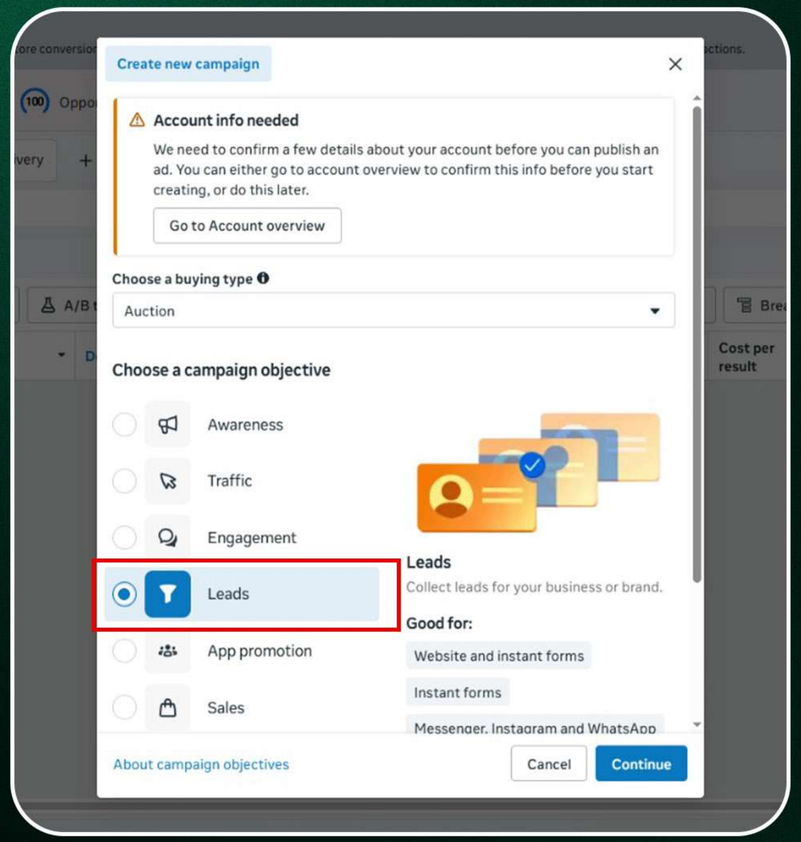




PAID ADVERTISING

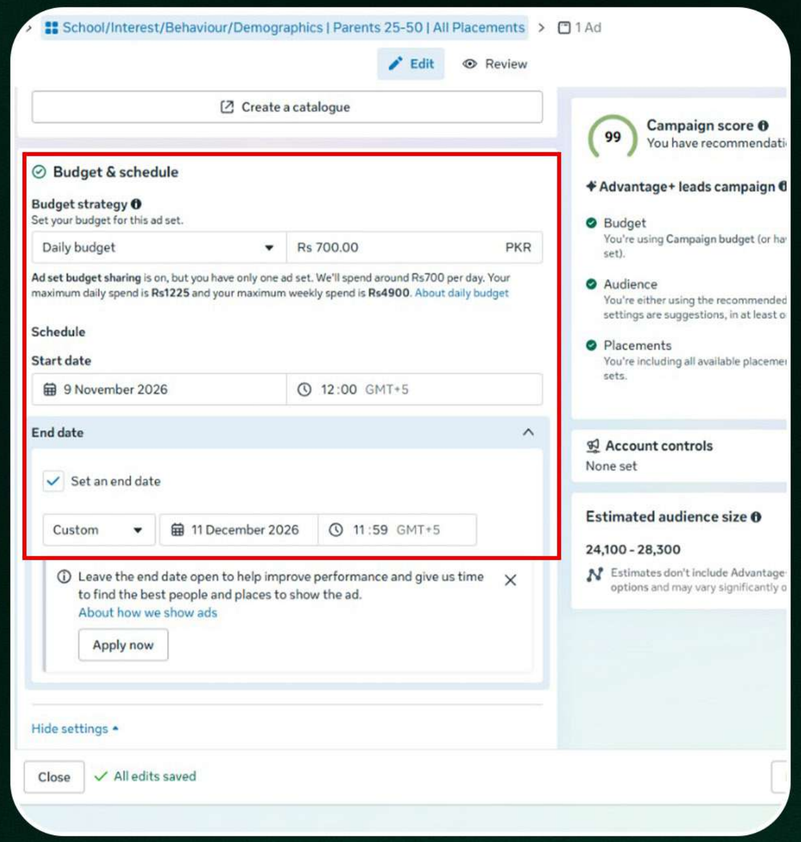
META ADS | AUDIENCE TARGETING | LEAD GENERATION

Campaign Setup Demonstration



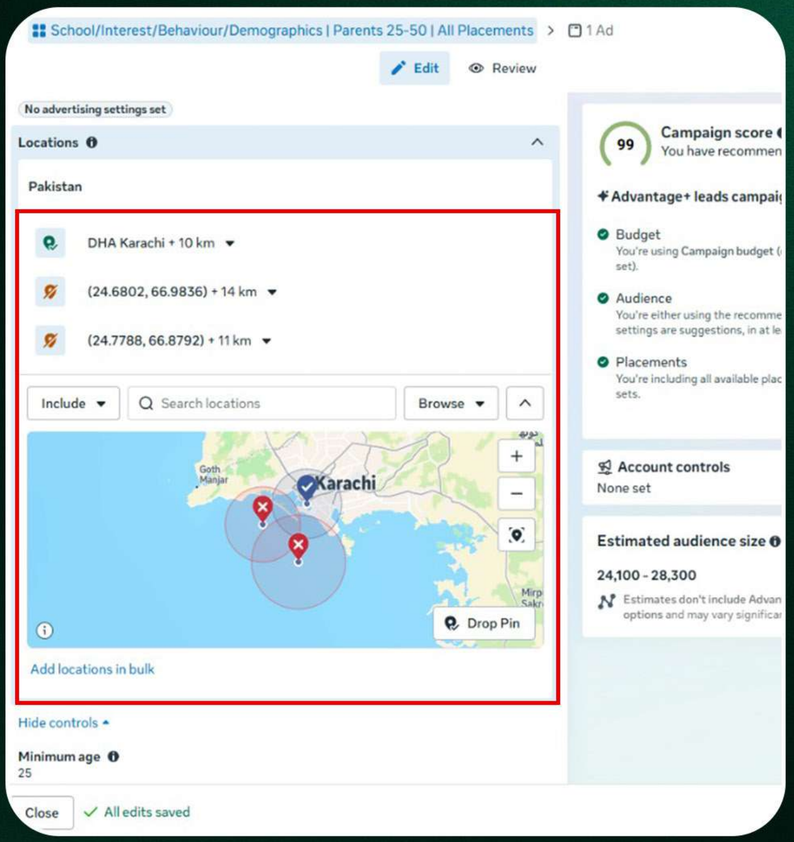
CAMPAIGN OBJECTIVE

Selected the Lead Generation objective to capture contact details from interested parents and maximize enrollments.



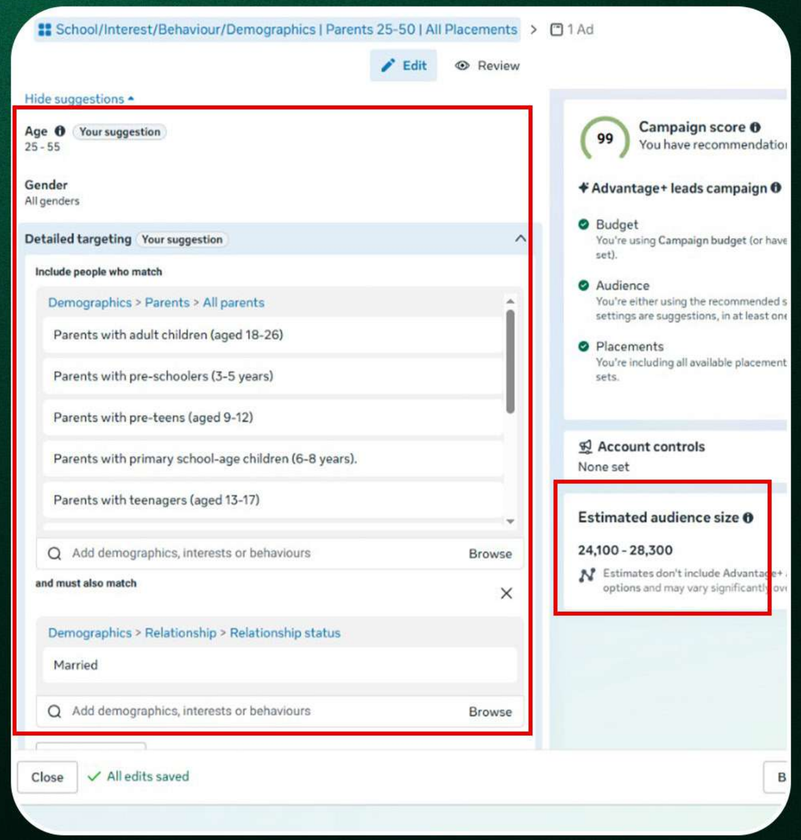
TESTING PHASE AND BUDGET

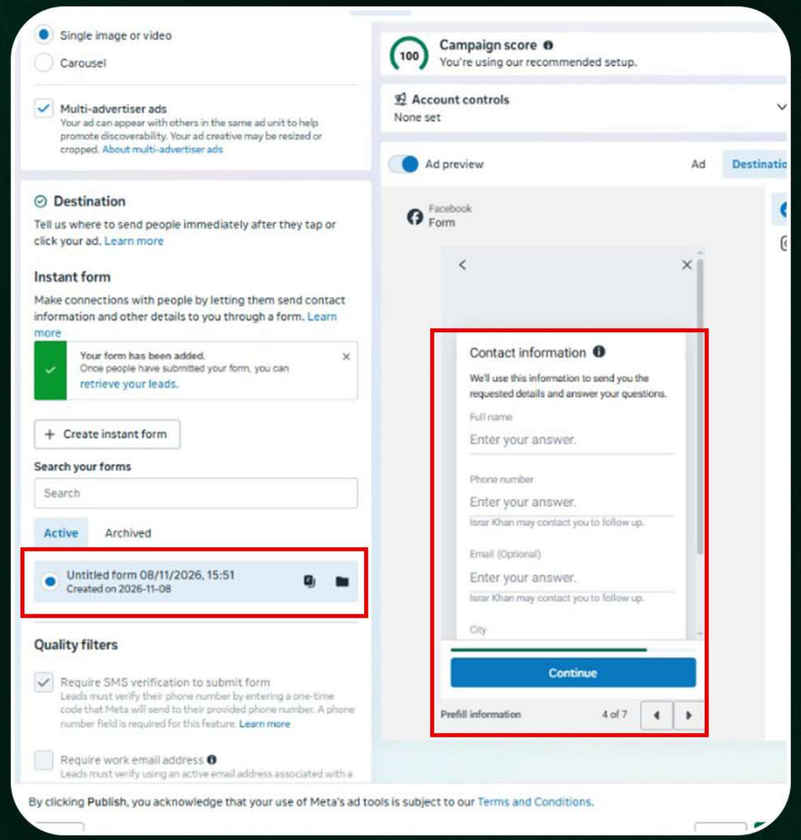
Launched a 2-day testing phase with a 700 PKR daily budget to analyze audience behavior before scaling.

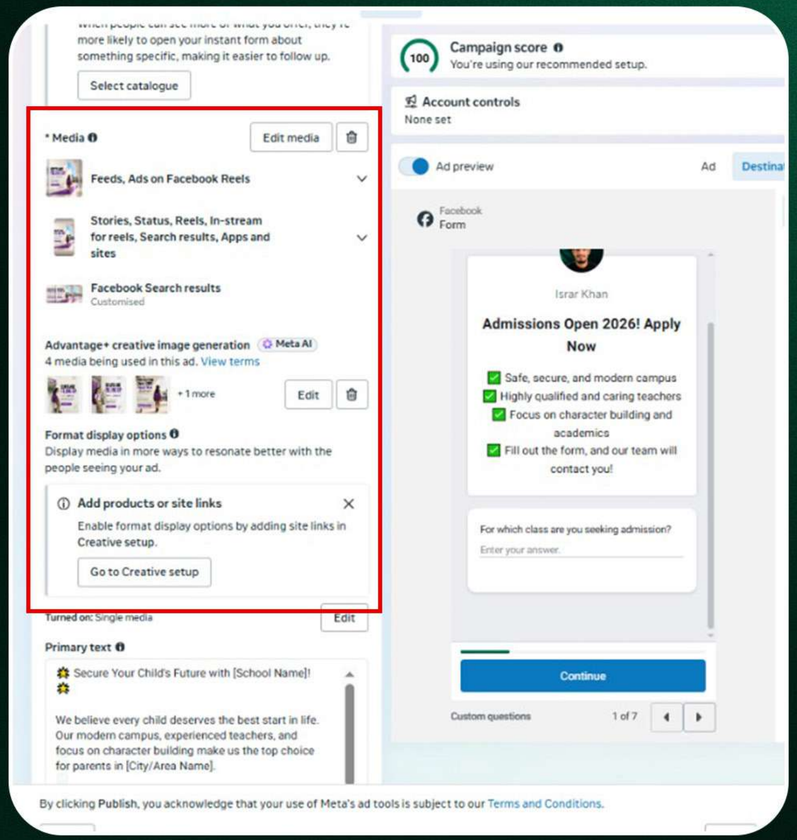


LOCATION TARGETING

Targeted a 10 km radius around DHA Karachi, using exclusion pins over the water to prevent ad spend waste in non-populated areas.







AUDIENCE TARGETING & FILTERING

Filtered for ages 25–55 with children aged 3–18 and applied a 'Married' relationship filter to concentrate 100% of the budget on decision-making parents.

LEAD QUALITY OPTIMIZATION

Configured 'Higher Intent' lead forms with custom screening questions and SMS verification to eliminate accidental submissions and route qualified leads.

CREATIVE TESTING

Tested multiple ad creatives to allow Meta's algorithm to auto-allocate budget toward top-performing variations, driving down the overall Cost Per Lead (CPL).

Let's Work Together!

Let's Connect:

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