



COMPANY PROFILE

DIGITAL PRO

360 MARKETING SOLUTIONS



digitalpro.pk



JOINT VENTURES

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ABOUT **DIGITAL PRO 360**

Drive more leads, sales, and revenue for your business with digital marketing services from **Digital Pro**, a full-service digital marketing agency that's helped small-to-midsized businesses generate more revenue from strategies like Social Media Marketing, SEO, PPC, web design, and more.

The **Digital Pro** team has decades of experience helping companies grow their business and improve their bottom line. Our tailor-made solutions are built to highlight what makes your brand unique, and how to translate high-performance marketing into targeted, effective outreach.





Shihan Akash is a versatile media professional with extensive experience in television production, content direction, and public relations. Known for his expertise in creating engaging content, he has led successful marketing and PR campaigns across sectors like education, real estate, and nonprofits.

- **Senior Judge, Host, and Content Director:**

Shihan Akash produced and directed the self-defense series *Don't Become a Victim*, educating viewers on personal safety.

- **Show Creator and Host:**

He hosted and directed Minute Ka Game and the Eid Show, both based on his original concepts.

- **Ramadan Transmission:**

Managed and hosted a month-long fitness segment during Ramadan.

- **Women's Self-Defense Series:**

Produced a 24-episode series on self-defense for women, overseeing everything from direction to hosting.

• **Aur Ka Champion:**

As a Senior Judge, he helped create this mega sports reality show, organizing auditions across Pakistan and filming promos and episodes at the press club.

- **Social Media Projects:** Led interviews and segments, including an interview with cricketer Sohail Tanveer, to boost Aur Life TV's social media reach.

Work at Roze TV:

- Program Host and Marketing Head: Hosted the Ramadan special Mulaqat e Ramzan, a show he conceptualized, and managed marketing activities to expand audience reach.

Other Media Experience:

- Director of Media, PR, and Social Media at Pakistan Sweet Homes: Developed PR and social media strategies for one of Pakistan's largest NGOs.

- Director of Social Media, PR, and Marketing for Dar-e-Arqam Schools (Islamabad Region): Managed media and PR for the school system for over 14 years.

- Director of Marketing at Century 23 Real Estate Agency: Led campaigns to drive growth in the real estate sector.

- Host for Naya Pakistan Group (NPG): Hosted shows focusing on emotional and inspiring stories.

As a life coach, motivational speaker, and martial arts expert, Shihan Akash has made over 300 television appearances, sharing his expertise in morning shows, talk shows, and documentaries.

Shihan Akash's commitment to impactful, audience-focused content and his wide-ranging media expertise make him a valuable asset in Pakistan's media industry.

EXTENSIVELY FEATURED ON

News Packages, Stories, Talk Shows, Morning Shows, Documentaries, and Live Segments.



CORE TEAM



Ardon Josher Robert

Co-Founder

A dynamic entrepreneur and digital marketing expert whose ventures and leadership have left a lasting impact across industries. With a passion for innovation and growth, Ardon has built and led multiple successful businesses and has guided countless entrepreneurs in turning their dreams into realities, cementing his reputation as a Start-up Specialist.

1. ENTREPRENEURSHIP & LEADERSHIP

- **Digital Pro 360 (Co-Founder):** Pioneering a platform for digital marketing solutions, helping businesses achieve exponential growth.
- **Mission Fit Pakistan (Managing Director):** Empowering women through self-defense programs and fostering creativity in youth via engaging summer camps.
- **Facebook Ad Expert UK (Co-Founder):** Building a specialist platform for targeted social media advertising.
- **Ardon Educational Hub (Owner):** Equipping students and professionals with digital marketing skills and entrepreneurial insights.
- **Mordor Cafe (Co-Owner):** Establishing a creative space for community engagement and networking.
- **Bi-Oculus Productions (Co-Founder):** Innovating in the media and content production space.
- **SK Business Solutions (Consultant & Trainer):** Training professionals and providing strategic business consultancy.

2. CORPORATE & PROFESSIONAL EXPERIENCE

- **Chief Operations Officer at POW New Media Ltd.:** Spearheading growth marketing initiatives, multi-channel campaigns, and team mentorship.
- **Head of Growth Marketing at FINTECH Circle:** Creating lead generation strategies, optimizing digital presence, and exploring new audience channels.
- **Project Manager at Theorem Analytics:** Managing complex projects, ensuring on-time delivery, and aligning goals with organizational objectives.

3. CREATIVE & MEDIA ENDEAVORS

- **Editor-in-Chief at UTOPIR:** Leading the UK's premier digital magazine, curating impactful content, and mentoring editorial teams.
- **Actor at Green TV Entertainment:** Appeared in 2 dramas i.e. 22 Qadam, Siyaah Series
- **Radio Jockey at FM 100:** Hosting shows and building strong listener connections through compelling on-air content.
- **Appearance on Multiple TV Shows:** Featured on popular TV morning shows, sharing insights and engaging with diverse audiences.
- **Baat Se Baat with Ardon:** An online series of interviews highlighting and discussing the inspirational journeys of successful individuals.

WHY CHOOSE US

With more businesses embracing digital transformation, you need a trusted marketing firm that can help you navigate this changing landscape. At [Digital Pro 360](#), we build meaningful, long-term relationships and drive real results so you can focus on what you do best while our digital marketing experts ensure your online success!

To provide our clients with a clear path to success, we stay up to date with the latest trends and innovations, explore various marketing tactics and test them through our internal campaigns to determine which strategies would generate the best results.



SERVICES



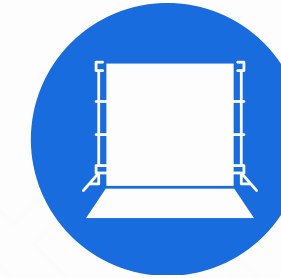
Brand Imaging



Campaign Art Direction



Video Production



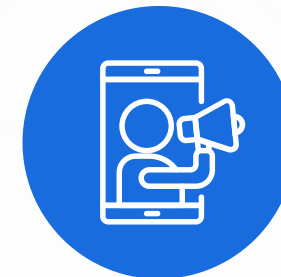
Product Shoots



Advertising



Content Creation



Paid Social Ads



**Web Development
and Maintenance**



Social Media Marketing



**WhatsApp / SMS / Email
Marketing**



Insights and Analytics



**Search Engine
Optimization**

OUR PROCESS



01 Persona Identification

We will start by identifying your persona and understanding your customers which helps us to craft content that speaks directly to your target audience.

02 Content Creation

Every business is different, so we listen to you & carefully craft JAW DROPPING Content that adds value and grabs attention.

03 Video Production

We create storytelling videos that cut through the noise, drive sales and grow your brand. We also shoot video testimonials that will change minds & close deals.

04 Social Media Marketing

Once, the content is ready, we will then use the power of social media to MASSIVELY increase your sales and boost ROI

05 Paid Ads Social

We set up Paid Ads to reach your target audience quickly and effectively with the right graphics/videos and sales copy.

06 Insights and Analytics

We keep track of information such as page views, unique views, fan statistics, wall posts, video and audio plays, photo views etc. & keep you updated with all the analytics

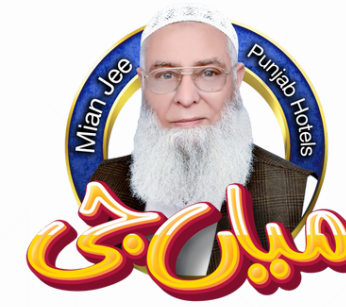
07 Repeat

If the process is able to achieve the goals set for it, we replicate it for future processes. If not, then we identify gaps & uncover opportunities to achieve your business goals.

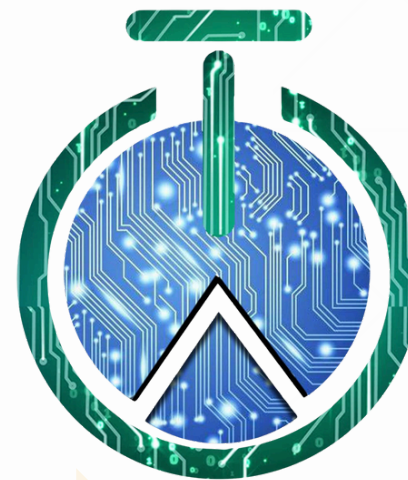
JOINT VENTURES



LOCAL COMPANIES WE HAVE WORKED WITH



INTERNATIONAL COMPANIES WE HAVE WORKED WITH



BRANDS PROMOTED IN TALENT BAZAAR



OUR SISTER COMPANIES



OUR PROJECT

**TALENT
BAZAAR**



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HOW IT WORKS

1. Discovery Phase

- Client Brief: Share your business goals, target audience, and desired outcomes.
- Competitor Analysis: We analyze competitors and industry trends.

2. Strategy Development

- Customized Plan: We craft a digital marketing strategy tailored to your objectives.
- Approval: Client reviews and approves the plan before execution.

3. Asset Collection/Creation

- Materials Required: Provide brand guidelines, content, visuals, and login credentials for platforms.
- Content Collaboration: Share insights or ideas to ensure alignment.

4. Campaign Execution

- Implementation: Launch ads, create content, and optimize your digital presence.
- Monitoring: Regular tracking of performance metrics.

5. Feedback & Optimization

- Review: Analyze results and gather client feedback.
- Adjustments: Fine-tune campaigns for better performance.

6. Reporting & Scaling

- Performance Report: Share detailed analytics and insights with you.
- Next Steps: Plan for scaling successful strategies.

GET IN TOUCH WITH US



We love meeting “**Ambitious**” passionate Entrepreneurs!
Let's explore the various scale-up & growth hacking strategies available to you...

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 Based in Rawalpindi / Islamabad