Muneeb Ahmad

Certified Digital Marketer

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PROFILE

Experienced Digital Marketer with 4+ years in the field, specializing in paid advertising. Proficient in strategizing and managing campaigns on Facebook, Instagram, and Tiktok to drive sales and maximize return on investment (ROI). Skilled in data analysis, audience targeting, and developing performance-driven ad strategies that help businesses achieve growth and revenue goals.

PROFESSIONAL EXPERIENCE

Saasons Developers   Jul 2024 – Present
Head of Marketing

- Generated **1500+ qualified leads** for luxury serviced apartments through performance-based Meta ads campaigns.
- Achieved **100+ direct bookings** via **Meta Ads campaigns** for rental apartments.
- Successfully managed and executed lead generation strategies for Saason's **3+ real estate projects** – (**Heavens of Murree, MIT Hills, and Parkridge Murree)** – driving consistent growth and brand visibility.
- Developed marketing automations using **Make** and **Zapier**, integrating **Meta platforms** with **Google Sheets** and creating **WhatsApp flows** to streamline **rental inquiries and bookings.**
- Designed and launched the official **Parkridge Murree website** with an integrated booking system and sales inquiry portal. along with SEO
- Built and enhanced **brand visibility** through strategic social media marketing and ad campaigns.
- Leveraged data-driven insights to optimize campaigns, improve ROI, and maximize lead-to-customer conversions.

Marketist   Jul 2022 – Jun 2024 | Islamabad, Pakistan
Digital Marketer

- Created and optimized Meta Ads campaigns, achieving up to **8X ROAS** and **5%+ CTR** for PL local e-commerce business.
- Managed Ads campaigns, reducing **cost per results by 30%** and improving ROI through data-driven strategies.
- Successfully boosted brand visibility and sales for e-commerce and local businesses, achieving up to **3X revenue growth** through data-driven marketing strategies.
- Utilized Google Analytics 4 and Heatmap tools to track customer journeys, optimize ad performance, and enhance lead management, improving conversion rates by **25%**.
- Audits of ad accounts, landing pages, and websites utilized **Microsoft Clarity** to improve conversion rate optimization.

- Collaborating with clients to understand their audience and develop customized strategies to achieve their goals.
- Proficient in social media marketing and search engine optimization **(SEO)**.

TECHNICAL SKILLS

Meta Ads (Facebook & Instagram Ads)
- Campaign Management
- Audience Targeting & Retargeting
- A/B Testing & Performance Optimization
- Ad Copywriting & Creative Strategy

Tiktok Ads
• Campaign Strategy & Management
• Audience Targeting & Trend Analysis
• Short-Form Content Creation
• Performance Tracking & Optimization

Google Analytics 4 (GA4)
- Reporting & Cohort Analysis
- (GA4) Data Analysis & Reporting
- Event & Conversion Tracking
- GA4 Integration with Ads & GTM

Google Tag Manager
- Tag Implementation & Management
- Custom Event Tracking Setup
- Debugging & Troubleshooting Tags
- GTM Integration with GA4 & Ads

Microsoft Clarity
- Heatmap & Session Recording Analysis
- User Behavior Tracking
- Funnel & Drop-off Analysis
- Integration with Websites & Ad Campaigns

Canva & Capcut
• Creative Ad Design & Social Media Visuals
• Video Editing & Optimization for Ads
• Branded Templates & Content Consistency
• High-Performing Creatives for Paid Campaigns

WordPress
- Website Design & Customization
- Landing Page Creation for Lead Generation
- Website Optimization for Speed & Performance

Shopify
- Pixel Setup & Integration
- Conversion Rate Optimization (CRO)
- Product Page Optimization

SEO
• Keyword Research & On-Page Optimization
• Technical SEO & Site Performance
• Content Optimization for Rankings
• Organic Traffic Growth Strategies

Make and Zapier (Automations)
• Workflow Automations & Integrations
• Lead Capture & Reporting Automation
• WhatsApp Flows for Customer Inquiries
• Marketing Process Optimization

EDUCATION

Virtual University of Pakistan
ADP Computer Science

Oct 2022 – Oct 2024 │ Islamabad, Pakistan

CERTIFICATIONS

Meta Ads
By Facebook Blueprint

Advanced Facebook & Instagram Ads
By Hamza Ali

Advanced Facebook Ads
By Umar Tazkeer

CRO (Conversion Rate Optimization)
By Umar Tazkeer

Fundamental of Digital Marketing
By Google

SEO Crash Course With Brian Dean
By Semrush

SOFT SKILLS

Brand building

Creativity in Ad Strategy

Analytical Thinking

Problem-Solving

Adaptability to Industry Trends

Time Management