

# Muneeb Ahmad

## Performance Marketer - Meta & Google Ads Expert

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### PROFILE

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Performance Marketer with **5+ years** of experience helping businesses grow through data-driven paid advertising strategies across **E-commerce and Lead Generation**. Experienced in managing **\$20K+/monthly ad budgets**, planning, launching, and optimizing high-performing campaigns across **Meta, Google, LinkedIn, TikTok, Snapchat, and Microsoft (Bing) Ads**. Skilled in ICP research, audience targeting, conversion tracking, funnel optimization, and performance analysis to maximize ROI, scale customer acquisition, and drive measurable business growth.

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### PROFESSIONAL EXPERIENCE

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**Head of Marketing** Jul 2024 – Present  
**Saasons Developers** Islamabad, PK (Remote)

- Generated **1,500+ qualified leads** for luxury serviced apartments through performance based **Meta Ads** campaigns.
- Achieved **500+ direct bookings** via **Meta Ads campaigns** for rental apartments.
- Contributed to the sale of **PKR 100+ crore** worth of luxury inventory through lead generation initiatives.
- 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.
- Built marketing automation workflows using **Make, Zapier, and WhatsApp** to streamline lead management.

**Digital Marketer** Jul 2022 – Jun 2024  
**Marketist** Islamabad, PK (Remote)

- Managed performance marketing campaigns across **E-commerce and Lead Generation** industries, including **clothing brands, med spas, skincare, driving schools, insurance agencies, real estate, accounting firms, dental clinics, appliances & electronics, cleaning services, and HVAC companies**.
- Planned and optimized campaigns across **Meta, Google, TikTok, Snapchat, LinkedIn, and Microsoft Ads**.
- Implemented **GA4, GTM**, and conversion tracking to improve attribution and campaign optimization.
- Conducted landing page, funnel, and ad account audits to improve conversion rates and ROAS.
- Achieved up to **8X ROAS**, reduced cost per result by **30%**, and helped clients scale revenue through data-driven optimization.

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## TECHNICAL SKILLS

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### Meta Ads

- Ad Account & Campaigns Optimization
- Meta Pixel & CAPI Setup
- Conversion Tracking (Ecom & Lead Gen)
- Ad Copywriting & Creative Strategy

### LinkedIn Ads

- B2B Lead Generation Campaigns
- Audience Segmentation & Conversion Tracking
- Lead Form & Conversion Campaign Optimization
- Campaign Performance Analysis & ROI Reporting

### Snapchat ads

- Campaign Strategy & Audience Targeting
- Lead Generation & Conversion Campaigns
- Creative Testing & Performance Optimization
- Pixel Integration & Conversion Tracking

### Go High Level

- CRM Setup & Pipeline Management
- SMS, Email & Workflow Automation
- Landing Pages, Funnels & Appointment Booking
- Lead Nurturing, Reactivation & Management

### Google Analytics 4 (GA4)

- Conversion Tracking & Event Measurement
- Funnel, Cohort & User Journey Analysis
- Custom Reports & Performance Insights
- Attribution Analysis & ROI Measurement

### Microsoft Clarity

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

### Google Ads

- Search, Display & PMax Campaign Optimization
- Keyword Research & Ad Group Theming
- Conversion Tracking (Ecom & Lead Gen)
- Remarketing & ROAS Scaling Strategies

### Tiktok Ads

- Campaign Strategy & Management
- TikTok Pixel and CAPI Setup
- Conversion Tracking (Ecom & Lead Gen)
- Performance Tracking & Optimization

### Microsoft Ads (Bing Ads)

- Search Campaign Strategy & Management
- Keyword Research & Audience Targeting
- Conversion Tracking & Performance Optimization
- Remarketing & ROI-Driven Campaign Scaling

### Shopify

- GA4, Google Tag Manager & Meta Pixel Setup
- Enhanced Ecommerce & Conversion Tracking
- Product Page & Checkout CRO
- Performance Analysis & Journey Tracking

### Google Tag Manager

- Tag, Trigger & Variable Configuration
- Custom Event & Conversion Tracking
- Pixel & Third-Party Script Implementation
- GA4, Google Ads & Meta Pixel Integration

### Make and Zapier (Automations)

- Workflow Automations & Integrations
- Lead Capture & Reporting Automation
- WhatsApp Flows for Customer Inquiries
- Marketing Process Optimization

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## EDUCATION

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**Virtual University of Pakistan**  
**ADP Computer Science**

Oct 2022 – Oct 2024  
Islamabad, Pakistan

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## CERTIFICATIONS

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### 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

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## SOFT SKILLS

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|-----------------------------------|-----------------------------|
| • Brand building                  | • Creativity in Ad Strategy |
| • Analytical Thinking             | • Problem-Solving           |
| • Adaptability to Industry Trends | • Time Management           |