

Muhammad Wajid Amin

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Professional Summary

Results driven Digital Marketing Strategist with 4 years in Digital marketing. Proven expertise in Google Ads, Meta Ads, Instagram Ads, LinkedIn Ads, and TikTok Ads. Skilled in performance marketing, PPC management, SEO, content creation, lead generation, and ROI focused advertising. Adept at using Google Analytics, Google Tag Manager, Facebook Pixel, Meta Business Suite, and LinkedIn Campaign Manager to plan and optimize paid media campaigns. Proficient in A/B testing, conversion rate optimization, keyword research, remarketing, and marketing automation..

Professional Experience

Digital Presence and Marketing Manager

HZA | Lahore, Pakistan

June 2024 – Present

- Led digital marketing and performance marketing campaigns for startup and established brands.
- Managed Google Ads, Meta Ads, Facebook Ads, and Instagram Ads achieving over 6x ROAS and reducing CPA by 30 percent.
- Developed full funnel strategies increasing ecommerce revenue and lead generation by 60 percent.
- Oversaw ad budgets exceeding 50000 USD per month optimizing creatives and audience targeting.
- Implemented CRO strategies on landing pages and user journeys improving conversion rates.
- Strengthened brand development, digital visibility, and analytics reporting for performance insights.

Online Marketing Executive

UBM Technologies | Lahore, Pakistan

May 2022 – May 2024

- Managed social media advertising campaigns including Facebook Ads, Instagram Ads, and LinkedIn Ads.
- Executed Google Ads and PPC strategies improving CTR and lowering CPC across campaigns.
- Conducted SEO audits, keyword research, and competitor analysis to enhance search rankings.
- Implemented remarketing campaigns boosting customer retention and engagement.

Education

Bachelor of Business Administration (BBA)

University of Education | Lahore, Pakistan | 2011 – 2015

Certifications

- Google Ads Search – Google SkillShop
- Google Analytics – Google SkillShop
- AI Powered Performance Ads – Google
- Meta Blueprint Certified

KEY ACHIEVEMENTS

- Achieved 13x ROAS on Google and Meta Ads campaigns
- Reduced cost per lead by 60 percent in lead generation campaigns
- Increased website traffic by 120 percent through paid and organic strategies
- Managed and scaled advertising budgets up to 50000 USD per month

SKILLS

Performance Marketing & Paid Media

Google Ads, Meta Ads, Facebook Ads, Instagram Ads, LinkedIn Ads, TikTok Ads, PPC Campaign Management, Retargeting, Lead Generation

Analytics & Optimization

Google Analytics 4 (GA4), Google Tag Manager, Conversion Tracking, A/B Testing, Conversion Rate Optimization (CRO), ROI Optimization, Funnel Analysis

SEO & Content Marketing

Keyword Research, On Page SEO, Technical SEO, Content Strategy, WordPress Management, Moz, SemRush, Ahref

Tools & Platforms

Meta Business Suite, LinkedIn Campaign Manager, Google Ads Manager, GoHighLevel, Brevo CRM, Pipedrive

Productivity & Creative Tools

Microsoft Excel, Google Sheets, Canva, CapCut, Filmora, InVideo