



MUHAMMAD ZAIN

Performance Marketing Expert

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SUMMARY

Results-oriented Performance Marketer & Media Buyer focused on driving growth through strategic paid advertising. Expertise in campaign optimization, audience targeting, and data analysis to scale conversions and maximize return on ad spend (ROAS).

EXPERIENCE

Jan 2025 - Present

Quaid Ventures Performance Marketer & Media Buyer

- Managed and optimized paid campaigns across Meta, Google, TikTok, Reddit, and Snapchat
- Executed full-funnel strategies to drive leads and conversions
- Conducted audience research, competitor analysis, and targeting
- Structured campaigns for performance (campaigns, ad sets, creatives)
- Tracked and optimized key metrics (CTR, CPC, CPA, ROAS)
- Collaborated with teams to create high-converting creatives
- Implemented tracking (Pixel, CAPI, Google Tag) for accurate reporting

May 2024 - Dec 2024

Devcastle Digital Marketing Instructor

- Delivered hands-on training in Digital Marketing, focusing on Social Media Marketing and Paid Advertising.
- Trained students on campaign setup, audience targeting, ad creatives, and performance optimization
- Managed and executed local awareness and lead generation campaigns for NAVTTC initiatives

Feb 2023 - Dec 2023

Performance Marketing Expert Rapid Hype

- Managed Facebook Ads campaigns, optimizing for maximum reach, engagement, and conversions.
- Monitored and analyzed campaign performance, ensuring continuous improvement and ROI maximization.
- Wrote compelling ad copies tailored to specific audiences to drive engagement and conversions.
- Conducted keyword research to identify high-performing search terms for campaign targeting.

EDUCATION

Virtual University
**Bachelors of Business
Administration**

SKILLS

- Media Buying
- Facebook Ads
- Google Ads
- Linkedin Ads
- TikTok Ads
- Leads Generation
- Optimization & Scaling
- Performance Audit & Reporting
- Conversion Tracking & Analytics
- Ads Copywriting
- Social Media Marketing

CERTIFICATIONS

Google Digital Garage
Fundamentals of Digital Marketing

LinkedIn
Masters Digital Marketing

Coursera
Google Ads

Simplilearn
Digital Marketing Strategy

■ Dec 2022 - April 2024

ICR IT Centre

Social Media Manager

- Develop and execute comprehensive marketing strategies and campaigns that align with the institute goals and objectives.
- Manage the institute's official social media accounts, creating engaging content and writing impactful captions to enhance brand presence.
- Oversee market research to identify emerging trends, , and competitor strategies.
- Manage Facebook Ads campaigns, focusing on lead generation and optimizing for maximum conversions.

■ Oct 2022 - April 2024

Hello World Technologies

Digital Marketing Executive

- Complete daily tasks under team lead supervision efficiently.
- Execute campaigns for clients, maintaining high standards of quality and performance.
- Manage company's social media presence, ensuring consistent updates.
- Maintain engagement and quality in all social media content for company initiatives and products.

PROJECTS

■ April 2025 - May 2026

Tracking.me

Performance Marketing Expert

- Planned, launched, and optimized Meta & Google Ads campaigns for multiple business solutions.
- Generated high-quality leads across different products through paid media strategies.
- Collaborated with the content and creative teams to develop high-converting ad creatives and campaigns.
- Monitored campaign performance and optimized targeting, creatives, and budgets to maximize ROI.
- Managed end-to-end media buying, from campaign planning to scaling successful campaigns.
- Contributed to generating significant lead volume and revenue across multiple solutions.
- Worked cross-functionally with internal teams to improve campaign performance and achieve business goals.

■ Oct 2023 - Dec 2023

SPITE South Punjab IT Expo

Social Media Manager

- Led social media campaigns for South Punjab IT Expo at SPITE, focusing on awareness and attendance.
- Ran multiple targeted campaigns to reach a wider audience and generate leads.
- Engaged with the audience through various activities to maintain interest and excitement.
- Contributed to creating buzz and anticipation for the Expo through innovative social media strategies.

INTERNATIONAL

PROJECTS

- Patakero - UAE
- Rafeeqi Tourism - KSA
- Qareeb - KSA
- Tracking ESL - KSA
- A1 - UK
- Proalign - UAE
- BlissEra Studio - Norway
- Red Desert Dreaming - AUS
- Surmer Label - UK
- Henschel Hats - USA
- Prestige - USA
- Bacteriostatic - USA
- LyfeStylez -USA
- 2dehand - NTH

LANGUAGES

- English
- Urdu