



## Contact

### Phone

03268858276

### Email

abbaswebpro@gmail.com

### Address

Township , lahore

## Education

2023 - 2027

### Bachelor of Science in Information Technology

University of Education Lahore

2021 - 2023

### Intermediate in Computer Science

Stars Group of Colleges , Mailsi

## Skills

- Meta Ads (Facebook & Instagram Campaign Setup)
- Google Ads (Search, Display, YouTube)
- PPC Campaign Structuring
- Budget Planning & Bid Strategy
- Audience Targeting & Retargeting
- Meta Pixel Integration
- Google Tag Manager
- Conversion Tracking Setup
- Keyword Research
- Campaign Performance Analysis
- ROAS & CPA Understanding
- A/B Testing Fundamentals

## Language

English

Urdu

Punjabi

# MUHAMMAD ABBAS

## Digital Marketing Specialist

Seeking an office-based opportunity as a Google Ads & Meta Ads Specialist (Junior). I am a certified and performance-focused Digital Marketing trainee with strong practical knowledge of Search, Display, YouTube, and Meta advertising campaigns. Trained in campaign structuring, audience targeting, budget strategy, and accurate conversion tracking using Meta Pixel and Google Tag Manager. Possess solid understanding of ROAS improvement, CPA reduction, and data-driven optimization techniques.

## Digital Marketing Trainee

### O AAMIR AHMER ACADEMY | 2025 – 2026

- Completed professional training in Meta Ads & Google Ads campaign management.
- Planned and executed Facebook & Instagram campaigns for Traffic, Engagement, and Lead Generation.
- Designed Google Search, Display & YouTube campaigns with effective targeting strategies.
- Conducted keyword research, audience segmentation, and competitor analysis for optimized reach.
- Implemented Meta Pixel and tracked conversions using Google Tag Manager.
- Developed budget allocation and bid optimization strategies for maximum ROI.
- Analyzed performance metrics: CTR, CPC, CPA, ROAS to improve campaign outcomes.
- Performed A/B testing to refine ads and boost engagement.
- Created compelling ad creatives and copy aligned with campaign goals.
- Optimized campaigns continuously to increase leads and reduce costs.

## Reference

### Aamir Ahmer Academy

Phone [+92 300 0206666](tel:+923000206666)

Email : [team@aamirahmer.com](mailto:team@aamirahmer.com)