



Ahammed Munees

Contact Information

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Digital Marketing Manager
Performance Marketing Specialist
5+ Years in E-Commerce & Digital Marketing

Professional Summary

Results-driven Digital Marketing Manager with 5+ years of experience in e-commerce and digital marketing. Specialises in designing high-performing campaigns across Google Ads, Meta Ads, and email marketing, consistently achieving a ROAS of 10+. Proven expertise in SEO, SEM, conversion rate optimisation (CRO), and marketing automation. Founder of BB Leads, where I led a team of 10 and delivered measurable growth for 50+ global clients. Adept at data-driven decision-making and enhancing customer engagement through innovative strategies. Seeking to leverage expertise to drive business growth in dynamic and fast-paced environments.

Experience

Digital Marketing Manager | Zopiee.com | Doha, Qatar | 2023–Present

- Spearheaded Google Ads and Meta Ads campaigns with a budget of QAR 30,000/month, achieving a consistent ROAS of 10+.
- Implemented WhatsApp automation and email marketing strategies, boosting engagement by 25%.
- Led Shopify development initiatives, improving conversion rates by 30% through UX enhancements.
- Provided data-driven insights by monitoring KPIs, contributing to a 15% increase in revenue.

Digital Marketing Specialist | Wincart | Sharjah, UAE | 2021–2022

- Managed daily ad spend of 90,000 AED across UAE, Oman, and Qatar, ensuring optimal ROI.
- Increased social media engagement by 40% through innovative campaign designs.
- Optimised ad performance with advanced analytics, reducing cost-per-click (CPC) by 15%.

Founder & Digital Marketing Specialist | BB Leads | Karnataka, India | 2019–2020

- Built and led a team of 10 skilled marketing professionals, serving over 50 clients across India, UAE, Qatar, and the USA.
- Delivered end-to-end digital marketing solutions, including SEO, SEM, and social media marketing, resulting in measurable client growth.
- Streamlined project operations, ensuring timely delivery of high-impact campaigns.
- Oversaw strategy development and execution, achieving exceptional client satisfaction and retention rates.

Education

Bachelor of Engineering (B.E) in Computer Science

- Institution: Sahyadri College of Engineering & Management, Mangalore, Karnataka, India
- Duration: 2019–2022
- Key Focus: Software development, database management, computer networks, web development, and programming languages such as Java, Python, and C++.

Diploma in Computer Science

- Institution: N.R.A.M. Aided Polytechnic, Nitte, Karkala, Karnataka, India
- Duration: 2017–2019
- Key Focus: Programming languages (Java, Python, C++), web development, database management, and computer networks.

Core Skills

- **Advertising Platforms:** Google Ads, Meta Ads, TikTok Ads, YouTube Campaigns
- **Marketing Automation:** CRM Integration, WhatsApp Automation, HubSpot Tools
- **Analytics & Optimization:** KPI Monitoring, Conversion Rate Optimization, Google Analytics
- **Content Strategy:** Email Campaigns, Social Media Strategy, A/B Testing
- **E-commerce Expertise:** Shopify Development, Landing Page Design, Retargeting Campaigns

Certifications

- Google Ads Certification
- Facebook Blueprint Certification
- HubSpot Inbound Certification
- W3Schools HTML5 Certification
- Google Analytics Individual Qualification (IQ)

Key Accomplishments

- Achieved a 10+ ROAS through data-driven digital marketing strategies across multiple channels.
- Founded and scaled BB Leads, a successful digital marketing agency serving 50+ global clients.
- Increased online sales and lead generation for diverse industries by managing and optimizing high-budget campaigns.
- Developed high-converting Shopify websites, enhancing user experience and boosting revenue.
- Designed targeted email and WhatsApp campaigns, resulting in higher engagement and retention rates.

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