

FAYSAL MAHMOOD

Performance Marketing Specialist

Lahore, Punjab, Pakistan | faysal.mahmood29@gmail.com
<https://www.linkedin.com/in/faysalmahmood1/> | <tel:+923037631229>

PROFESSIONAL SUMMARY

Performance and Growth Marketer with 5+ years of experience managing \$100K+ monthly ad spend across Google Ads, Meta Ads, Bing Ads, Yelp Ads, TikTok, and Pinterest, driving scalable growth for D2C, B2C, and SaaS brands. Specialized in lead generation, eCommerce, and full-funnel paid media optimization with a strong focus on KPIs (CAC, ROAS, LTV:CAC) and profitable scaling across US and UK markets. Expert in campaign architecture, creative testing, and advanced conversion tracking using GA4 and GTM to connect paid media performance with real revenue outcomes.

CORE SKILLS

- **Platforms & Campaigns:** Google Ads, Meta Ads, Bing Ads, Yelp Ads, TikTok Ads, Pinterest Ads, Amazon PPC, eBay Ads
- **Analytics & Tracking:** Google Analytics 4, Google Tag Manager, Google Ads Editor, Looker Studio, Meta Pixel, Conversion API, WhatConverts, CRM Integration, Microsoft Clarity, GoHighLevel (GHL)
- **Growth & Paid Media Strategy:** Full-Funnel Growth Strategy, Paid Acquisition, Demand Capture, Retargeting, Budget Scaling, KPI Frameworks
- **Optimization & CRO:** Conversion Funnel Optimization, Landing Page Optimization, A/B Testing, UTM Structuring, Campaign Scaling & Analysis, CPL & ROAS Optimization
- **SEO & Keyword Tools:** SEMrush, Google Keyword Planner, Zutrix, Optmyzr
- **Tools & Collaboration:** Google Workspace, Microsoft Teams, Microsoft Office, Clickup, Asana, Trello, Hootsuite, Slack, Canva, Adobe Photoshop

PROFESSIONAL EXPERIENCE

Performance Marketing Specialist

[Digilatics](#) – Lahore | Sep 2025 – Present

- Manage paid media campaigns across Google Ads, Microsoft Bing Ads, and Meta Ads for 65+ Home Inspection companies across the United States.
- Drive qualified lead generation with an average CPL of \$40–\$45, delivering 8–10x revenue return through performance-driven optimization.

- Oversee \$50K–\$90K monthly ad budgets per account, ensuring efficient spend allocation and lead quality.
- Build and optimize high-intent conversion funnels using customized landing pages aligned with inspection services.
- Launch and optimize RSA, Performance Max, and Demand Gen campaigns, prioritizing conversion efficiency and scale.
- Implement call-focused tracking via WhatConverts, apply service-area and county-level geo-targeting, and run retargeting campaigns to improve conversion rates and reduce wasted spend.

Digital Marketing Manager

Expert System Solution – Lahore | Sep 2024 – Sep 2025

- Led paid growth initiatives for international B2B, and Service-based brands, owning strategy, execution, and performance outcomes across Google Ads and Meta Ads.
- Built and optimized full-funnel acquisition and follow-up systems using GoHighLevel, improving lead engagement, response speed, and conversion efficiency.
- Defined campaign architecture, creative direction, targeting strategy, and reporting frameworks while acting as the primary growth partner for clients.
- Drove consistent CPL improvements and scalable lead volume across multiple accounts through testing-led optimization and intent-focused targeting.
- Implemented end-to-end tracking and attribution frameworks using Meta Pixel, Google Ads Conversion Tags, GA4, and CRM integrations to ensure accurate performance measurement.

Digital Marketing Executive

Alliance Investments Management LLC – Lahore | Oct 2023 – Jan 2024

- Owned paid acquisition strategy for DTC and B2B eCommerce brands across Google Ads, Bing Ads, Meta Ads, and Amazon PPC.
- Scaled paid media for a Shopify DTC brand to six-figure monthly revenue while maintaining high ROAS through efficient budget allocation and CRO initiatives.
- Led Amazon PPC growth for a B2B dental supplies brand, improving visibility, purchase intent, and revenue efficiency.
- Used behavioral analytics (GA4) to inform targeting, funnel optimization, and conversion improvement initiatives.
- Worked cross-functionally with SEO, design, and development teams to strengthen end-to-end growth performance.

Digital Marketing Executive

[Royal Bathrooms.co.uk](https://royal-bathrooms.co.uk) – Lahore | Jan 2020 – Sep 2023

- Managed and scaled multi-channel PPC campaigns on Google Ads, Bing Ads, Meta Ad, Amazon Ads, and eBay Ads, targeting the UK home improvement market.
- Conducted in-depth keyword research and competitive market analysis, leading to optimized listings and high-performing long-tail keyword campaigns.
- Developed and tested ad creatives and variations to improve CTR and Quality Score across platforms.
- Created and optimized landing pages, product listings, and ad copy resulting in improved conversion rates and reduced cost per acquisition (CPA).
- Monitored and managed bids, budgets, and campaign pacing, adjusting based on ROI and seasonal trends.
- Tracked and analyzed campaign KPIs (CTR, ACOS, ROI, ROAS), and implemented changes that contributed to consistent month-over-month revenue growth.
- Launched strategies to capture the long tail of the market, boosting low-cost traffic and increasing total revenue from niche products.
- Maintained deep awareness of the latest PPC tools, industry trends, and platform updates to continually improve campaign efficiency.

EDUCATION

Bachelor of Science in Computer Science - Lahore Garrison University | 2015-2019

CERTIFICATIONS

- Google Ads Search Certification (License # 121692346)
- Google Analytics Certification (License # 123717844)
- Meta Blueprint Certification
- SEMrush SEO Fundamentals