

JUNAID ASHFAQ

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Google Skillshop Credentials:

- [Google Ads Measurement 2023](#)
- [Google Ads Creative 2025](#)
- [Google Ads Search Certification 2025](#)

OBJECTIVE

Results-driven **Digital Marketing Specialist & Educator** with a BSc in Zoology, Botany, and Chemistry, blending over **6 years of teaching experience** with **4+ years of global digital marketing expertise**. Proven track record in managing **Google Ads and Facebook Ads campaigns** for service-based and e-commerce businesses across **UK, USA, UAE, Saudi Arabia, Kuwait, Canada, and Australia**. Passionate about delivering measurable growth through data-driven strategies and sharing knowledge as a trainer.

PROFESSIONAL EXPERIENCE

Google Ads Specialist

The Marketing Lab – Jatlan | 2022 – Present

- Plan, create, and manage Google Ads and Facebook Ads campaigns for international clients.
- Optimize campaigns to improve CTR, conversion rates, and ROAS for service-based and e-commerce businesses.
- Managed ads for industries including car recovery, pest control, cleaning, balloon decoration, towing, AC repair, washing machine repair, and more.

Digital Marketing Trainer (Part-Time, Evening)

AK Skill Academy – Jatlan | Dec 2022 – Present

- Deliver practical training in Google Ads, Facebook Ads, and online marketing strategies.
- Develop training materials covering ad creation, optimization, analytics, and advertiser verification.
- Mentor aspiring marketers to achieve industry-standard skills.

Freelance Digital Marketing Specialist

Self-Employed – Remote | 2022 – Present

- Provide Google Ads & Facebook Ads management to clients worldwide.
- Specialize in campaign strategy, ad creative, audience targeting, and performance tracking.
- Helped clients achieve consistent sales growth and brand visibility in competitive markets.

Science Teacher

The Leaders School System – Gorsian Jatlan | Aug 2019 – May 2024

- Taught Chemistry and Biology to secondary-level students.
- Prepared lesson plans and conducted practical experiments to enhance learning.

Science Teacher

Jinnah Model Public School – Lali | 2017 – 2018

- Delivered engaging science lessons to students.
- Encouraged critical thinking and hands-on experimentation.

EDUCATION

Bachelor of Science (BSc) – Zoology, Botany & Chemistry
Mirpur University of Science & Technology (MUST), 2018

CERTIFICATIONS

- Professional Computer Course – Infaaq IT Center Jatlan (2018)
 - Google Ads Management – AK Skill Academy Jatlan (2020)
 - Facebook Ad Management – AK Skill Academy Jatlan (2020)
 - Google Ads Measurement – Skillshop (2023)
 - Google Ads Creative – Skillshop (2025)
 - Google Ads Search Certification – Skillshop (2025)
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SKILLS

- Google Ads Campaign Creation & Optimization
 - Facebook Ads Strategy & Management
 - Audience Targeting & Retargeting
 - Conversion Tracking & Analytics
 - Keyword Research & SEO Basics
 - Landing Page Optimization
 - A/B Testing & Ad Creative Design
 - Client Communication & Project Management
 - Training & Curriculum Development
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PROJECT HIGHLIGHTS

- Managed 24/7 roadside assistance ads for UAE-based businesses with a 35% increase in leads.
- Increased pest control service leads in Australia by 40% through hyper-local targeting.
- Designed and ran successful campaigns for AC repair and washing machine repair services in Saudi Arabia and Kuwait.
- Boosted cleaning service bookings by 30% for Australian clients through seasonal promotion ads.
- Delivered high-ROI campaigns for car detailing services in the UAE with advanced targeting.
- Improved taxi service lead generation in the UK by optimizing keywords and ad relevancy.
- Increased customer engagement for auto repair shops in Canada with targeted remarketing campaigns.
- Grew balloon decoration event bookings in Dubai with event-specific campaign structures.
- Car Recovery — Al Ain (UAE): Search & call-only ads delivering steady calls; optimized ad rank and CPC.
- Pest Control — Australia: Built location-based campaigns; improved CTR and reduced CPA with negatives.
- Curtain & Carpet Cleaning — AUS: Launched PMax + search; increased qualified leads with better assets.
- Towing & Tyre Services — UAE/UK: Implemented 24/7 call extensions and ad scheduling to match demand.
- GMB & Local SEO: Enhanced profiles with services, categories, and reviews to boost local pack visibility.

