



HUMAYOUN SHAHZAD

GOOGLE & Meta Ads SPECIALIST

CONTACT

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Bahawalpur, Punjab, Pakistan

SKILLS & EXPERTISE

Digital Advertising & PPC

- ✓ Google Ads (Search, Display, Shopping)
- ✓ Bing Ads & Facebook Ads
- ✓ YouTube Advertising
- ✓ PPC Strategy & Optimization
- ✓ Ad Copywriting & A/B Testing

Analytics & Tracking

- ✓ Google Analytics & GA4
- ✓ Google Tag Manager (Advanced Setup)
- ✓ Conversion Tracking & Data Studio Reporting
- ✓ Google Merchant Center & Feed Optimization

Soft Skills

- ✓ Data-Driven Decision Making
- ✓ Client Communication & Consultation
- ✓ Problem-Solving & Analytical Thinking
- ✓ Campaign Budget Management

LANGUAGES

- English (Fluent)
- Urdu (Native)
- Punjabi (Native)



PROFILE

I'm a Certified Digital Marketing Expert with 8+ Years of Experience, specializing in Google Ads, Facebook Ads, Bing Ads, and E-commerce Advertising. Over the past few years, I've helped multiple service-based businesses and online stores achieve up to 3x-5x ROI growth using data-driven campaigns and conversion optimization. From creating and optimizing small to large-scale ad campaigns, Facebook and Instagram ads setup and optimizations, all type of tracking through GTM & Analytics (Event Tracking, Funnel Tracking, Facebook Pixel, and E-Commerce Tracking). Ready to turn your ad spend into real profit? With \$150K+ in managed ad spend, I know what it takes to run campaigns that convert.



WORK EXPERIENCE

UPWORK

2019 - PRESENT

Digital Marketing Specialist

- Worked with 30+ international clients on Upwork across e-commerce and lead generation services for various niches.
- Planned and executed multi-channel campaigns using Google Ads, Facebook Ads, and Bing Ads.
- Delivered measurable growth in leads, sales, and ROAS while maintaining a 100% Job Success Score.
- Provided end-to-end services including strategy, ad setup, copywriting, and performance reporting.
- Audited underperforming ad accounts and improved results within 30 days through targeted optimization.
- Set up tracking tools like Google Tag Manager, Google Analytics, Facebook Pixel, and resolve the issues with tracking.
- Advised clients on landing page design and conversion rate optimization (CRO) best practices.
- Built long-term client relationships, leading to repeat work and referrals on the platform.

VELO MEDIA

2023 - 2025

Google & Facebook ads Specialist

- Managed Google Ads campaigns for 30+ clients across e-commerce, SaaS, and car detailing niches.
- Created and optimized Search, Display, Shopping, and Performance Max campaigns to drive high-intent traffic.
- Reduced cost-per-conversion by up to 40% through keyword optimization, ad copy testing, and negative keyword strategies.
- Collaborated with the Facebook Ads team to build cross-platform funnels that improved overall ROAS and lead quality.
- Set up conversion tracking using Google Tag Manager and integrated Google Ads with GA4 for accurate performance insights.
- Conducted regular A/B testing on headlines, descriptions, and ad extensions to boost CTR and Quality Scores.
- Delivered in-depth performance reports and strategic recommendations to clients on a monthly basis.
- Managed budgets ranging from \$1K to \$50K/month while consistently meeting or exceeding client KPIs.

DigitalFelo

2021 - 2023

Google Ads Manager & Specialist

- Managed and optimized Google Ads campaigns for 20+ clients across e-commerce, SaaS, and local services.
- Conducted keyword research, audience targeting, and bidding strategy to maximize ROI and conversions.
- Created high-performing search, display, and remarketing campaigns tailored to client goals.
- Reduced cost-per-click (CPC) and increased conversion rates through continuous A/B testing.
- Set up conversion tracking using Google Tag Manager, Google Analytics, and enhanced conversions.
- Developed ad copy aligned with landing page content to improve Quality Score and Ad Rank.
- Generated weekly performance reports and presented strategic insights to clients.
- Stayed up to date with Google Ads best practices, algorithm changes, and industry trends.
- Handled monthly budgets ranging from \$1,000 to \$150,000 with consistent ROAS improvements.



CERTIFICATIONS

Google Search Ads Certification

2019 - Present, Updated Annually

Google Display Ads Certification
Google Shopping Ads Certification

Video/youtube Ads Certification

Google Analytics/GA4 Certification