

Kamran Saeed

Marketing Executive | Digital Growth & Paid Advertising Specialist

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PROFESSIONAL SUMMARY

Performance-driven Digital Marketing Executive with over 6 years of experience leading data-backed paid media strategies and e-commerce growth initiatives. Proven ability to scale brands to 7-figure revenues through advanced audience targeting, funnel optimization, and performance analytics. Specialized in multi-platform advertising, AI-powered automation, conversion tracking, and ROI-focused campaign execution.

CORE COMPETENCIES

- Performance Marketing & Paid Media Strategy
- Google Ads (Search, Display, Shopping, Performance Max)
- Meta Ads (Facebook & Instagram), TikTok Ads, Snapchat Ads
- Shopify Store Development & Conversion Rate Optimization (CRO)
- Retargeting Strategy & Customer Journey Mapping
- Google Tag Manager, Meta Pixel & Conversion API Integration
- Advanced Analytics, AI Marketing Automation & A/B Testing
- Technical & On-Page SEO Optimization

PROFESSIONAL EXPERIENCE

Digital Marketing Manager | Colour Club Studio | Faisalabad, Pakistan | Aug 2025 – Present

Lead multi-channel advertising campaigns, manage performance budgets, optimize ROAS, and implement advanced tracking frameworks to ensure scalable revenue growth.

Digital Growth Consultant | LogIQ Curve Pvt. Ltd. | Remote Base | Mar 2025 – Present

Develop AI-powered automation tools, optimize high-performance websites, execute SEO strategies, and manage paid media campaigns aligned with measurable business growth objectives.

Digital Marketing Manager | Maxenius | Remote Base | Dec 2024 – Present

Manage Google Ads, Meta Ads, TikTok, Bing, Snapchat, and Pinterest campaigns. Analyze KPIs including CTR, CPC, CPA, and ROAS to drive consistent ROI improvements.

Senior Marketing Manager | 92 Bedding Store | Faisalabad, Pakistan | Jan 2020 – Dec 2024

Scaled e-commerce operations through structured paid media strategies, advanced retargeting funnels, and continuous conversion optimization.

Digital Marketing Manager | My Home Style | Faisalabad, Pakistan | May 2019 – Dec 2024

Executed full-funnel digital marketing strategies including SEO, analytics implementation, and performance marketing execution.

Digital Marketing Manager | RZC Fashion | Faisalabad, Pakistan | Jul 2021 – Sep 2023

Improved online sales performance through audience segmentation, creative testing, and KPI-driven campaign management.

EDUCATION

Bachelor of Science (BS) in Computer Science | Post Graduate Science College Samanabad, Faisalabad | 2015 – 2019

CERTIFICATIONS

- TikTok Media Buyer Certification
- Facebook Certified Media Buying Professional

KEY ACHIEVEMENTS

- Scaled multiple e-commerce brands to 7-figure annual revenue performance.
- Improved ROAS by up to 300% through structured campaign restructuring and optimization.
- Reduced CPA significantly via advanced audience segmentation and data-backed targeting.
- Built automated tracking and reporting systems to enhance marketing decision-making.