

M HAROON KHALID

Digital Marketing Expert | Paid Media Buyer | Performance Marketing Specialist

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SUMMARY

A digital marketing specialist with expertise in **paid media buying and performance marketing**. Over the years, I have helped businesses achieve targeted ROAS, enhance targeting, and improve conversions through data-driven insights.

STRENGTHS



Digital Marketing Expertise

Performance marketing, paid media buying, and conversion optimization across **Google Ads, Meta Ads**, and other platforms. Sales funnels, automation workflows, and multi-channel marketing with **GHL (GoHighLevel)**.



Analytical Skills

Proficiency in data analysis and performance optimization using tools such as **Google Analytics, GTM, MS Clarity, Clickcease, Pixel, Ahref, SEMrush**, and many more.



Team Leadership Skills

Skilled in guiding and mentoring teams, streamlining workflows, and fostering a results-driven culture for optimal performance.

KEY ACHIEVEMENTS



Experience Letters

Recognized by **Globital, Pixelz360, and HNA Group** for outstanding digital marketing contributions.



Recognition for Excellence

Received multiple awards from employers for excellent performances



Certifications

Google Ads and Meta Ads certifications

SKILLS

Google Ads | Meta Ads | Performance Marketing | Conversion Tracking | Google Analytics | Google Tag Manager | Lead Generation | Sales Funnels | SEO (On-Page, Technical) | GoHighLevel CRM | Automation & Workflows | A/B Testing | CRO | Ecommerce Marketing | Shopify & WooCommerce | Landing Page Optimization | Data Analysis & Reporting | Looker Studio & Excel | B2B & B2C Marketing | Freelancing | Project & Team Leadership

EXPERIENCE

Senior Google Ads Specialist (Full Time)

Globital || 02/2019 - 03/2022 || Faisalabad, Pakistan (Australian Based)

- Managed **Google Ads campaigns** across diverse industries, driving both **sales and lead generation** through targeted strategies and data-driven optimizations
- Reduced conversion acquisition costs by 25% through advanced targeting strategies
- Conversion tracking, data analysis, and funnel building
- Trained junior team members on **Google Ads best practices**

Digital Marketing Team Lead (Full Time)

Pixelz360 || 03/2022 - 12/2024 || Brisbane, QLD, Australia

- Designed and implemented comprehensive marketing strategies that increased client retention
- Oversaw budgets exceeding A\$1 million monthly for paid media campaigns
- After Joining P360, optimized all accounts to **slash the average cost per conversion from A\$130 to A\$40**.
- Implemented and managed **GoHighLevel CRM**, optimizing **sales funnels, and automation workflows**
- Led and mentored a team of digital marketing professionals specialized in SEM and SMM.

Google Ads Specialist (Project Based)

HNA Group || 11/2022-12/2024 || Garhoud, Dubai, UAE

- Managed **Google Ads campaigns**, driving high-quality leads for **HNA corporate services**.
- Optimized audience targeting across UAE, **bidding strategies, and conversion tracking**, ensuring cost-effective acquisition and improved ROI.
- Continuously refined **ad creatives, landing pages, and campaign structures** to maximize engagement and conversion rates.

EDUCATION

Bachelor of Science in Software Engineering

Govt. College University, Faisalabad (2014-2018)

CGPA: 3.21/4