UBADA NAEEM

Performance Marketing Manager | Google Ads & Meta Ads Specialist

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PROFESSIONAL SUMMARY

Performance Marketing Manager with 6+ years of experience planning, running, and scaling paid campaigns across Google, Meta, TikTok, and Snapchat for ecommerce and lead generation brands, including agency-side work managing multiple client accounts. Delivered consistent 10x ROAS and 40%+ year-over-year revenue growth through smart campaign structure, audience testing, and accurate conversion tracking. Comfortable writing ad copy, building full-funnel strategies, and presenting performance results to clients and leadership. Strong command of GA4, Google Tag Manager, and server-side tracking.

CORE COMPETENCIES

Paid Media: Google Ads (Search, Display, Performance Max, YouTube), Meta Ads, TikTok Ads, Snapchat Ads, LinkedIn Ads

Tracking & Analytics: GA4, Google Tag Manager, Server-Side Tagging, Meta Conversion API, Looker Studio, Conversion Tracking

Campaign Skills: Campaign Structure, Audience Segmentation, A/B Testing, Retargeting, Bid Strategy, Budget Forecasting, Campaign Scaling

Landing & Funnel: Landing Page Optimization, Funnel Optimization, Conversion Rate Optimization, Offer Testing

Content: Ad Copywriting, Creative Testing, Client Reporting & Presentations

Tools & Platforms: Shopify, WordPress, Semrush, Microsoft Clarity, ActiveCampaign, Mailchimp, Zapier, Google Sheets, ChatGPT & AI Tools

PROFESSIONAL EXPERIENCE

1441 Sports & Fitness Trading LLC

Aug 2023 – Present

Performance Marketing Manager

- Plan and manage paid campaigns across Google, Meta, TikTok, and Snapchat Ads for a UAE-based ecommerce fitness brand, delivering consistent 10x ROAS and 40%+ year-over-year revenue growth.
- Handle monthly ad budgets across ecommerce and lead generation campaigns in UAE, KSA, and wider GCC markets.
- Own all conversion tracking using GA4, Google Tag Manager, and server-side tagging, keeping campaign data accurate as ad platforms change their requirements.
- Improve campaign results through structured testing of audiences, creatives, and bidding strategies across Search, Performance Max, and social campaigns.
- Optimize landing pages for paid traffic to lift conversion rates and lower cost per acquisition.
- Use Microsoft Clarity and GA4 to study user behavior on-site and identify where visitors drop off or face friction.
- Build spend forecasts and lead volume projections that leadership uses for quarterly planning and budget decisions.
- Manage the SEO agency relationship, set performance targets, review output quality, and report progress to leadership.
- Lead SEO and content coordination teams, keeping paid and organic channels aligned under shared goals.

DiscoverMyBusiness *Oct 2023 – Jun 2025*
PPC Manager, Digital Marketing Agency (Freelance)

- Managed Google and Meta Ads for multiple client accounts at once, covering ecommerce and lead generation for SMBs and law firms.
- Tracked CPA, ROAS, CTR, and conversion rate for each account and adjusted strategy to hit client targets.
- Wrote and tested ad copy across Search and Meta formats, working with the creative team on visual assets when needed.
- Grew qualified lead volume by 25% across accounts through keyword refinement, audience segmentation, and funnel improvements.
- Built automated reporting workflows using Zapier and Google Sheets to save time on recurring client reports.
- Shared monthly performance reports and recommendations directly with clients.

Gargash Management *Sep 2022 – Aug 2023*
Paid Ads Specialist

- Ran paid lead generation campaigns for real estate and automotive clients targeting high-value buyers with longer decision cycles.
- Improved lead quality and lead-to-sale conversion through better audience segmentation, creative testing, and bid adjustments.
- Connected ad campaigns to the CRM through automated ActiveCampaign workflows, reducing lead loss between marketing and sales.
- Built Looker Studio dashboards that gave leadership live visibility into campaign performance and cost efficiency.

Unduit *Apr 2021 – Aug 2022*
Digital Marketing Specialist

- Managed lead generation campaigns across Google and Meta Ads for a US-based tech services company.
- Increased conversion rate by over 30% through landing page changes and A/B testing.
- Prepared analytics reports that shaped campaign strategy and client communication.

YPIK Group *Sep 2018 – May 2020*
Digital Marketing Associate

- Built and managed WordPress websites with SEO-friendly structure.
- Ran social media campaigns to grow organic reach and brand engagement.

EDUCATION

University of Central Punjab *2016 – 2018*
Associate's Degree, Information Technology & Management

CERTIFICATIONS

- Google Ads Search Certification (Google)
- Google Analytics Individual Qualification, IQ (Google)
- Google Tag Manager, Intermediate Level
- Fundamentals of Digital Marketing (Google Digital Garage)
- YouTube Creative Essentials
- Digital Marketing Foundations (LinkedIn Learning)

LANGUAGES

English (Professional Working Proficiency) | **Urdu** (Native)