

Jahangir Ahmed

Senior PPC Strategist | Multi-Account Paid Media | Google Ads, Meta Ads & Local Services Ads | AI + Automation

Lahore, Pakistan | +92 303 0708449 | jahangirahmed0692@gmail.com

PROFESSIONAL SUMMARY

Performance Marketing Specialist with 9+ years of experience building and optimizing acquisition programs across Google Ads, Meta Ads, Local Services Ads, LinkedIn and Microsoft Ads. Currently managing 50+ client accounts at Eversite across home services, B2B, SaaS, real estate, automotive and e-commerce. Combines hands-on media buying with automation and AI: Google Ads Scripts, Claude/Codex-built dashboards and workflow apps, GTM/GA4 tracking, weekly search-term and negative-keyword systems, and 3-day/7-day conversion diagnostics. Career experience includes \$3M+ in managed ad spend, high-volume e-commerce scaling, lead-generation portfolios and full-funnel conversion optimization.

CAREER SNAPSHOT

50+	\$5M+	1.3%→4%+	\$8K→\$3K	1,000+
Client accounts	Managed ad spend	CVR growth	CAC reduction	AI SaaS sign-ups

EXPERIENCE

Eversite | Senior PPC Strategist | Remote Current

- Own hands-on strategy, optimization and account health for 50+ paid media accounts across Google Search, Performance Max, Meta Ads and Google Local Services Ads, with a primary focus on lead generation and qualified pipeline.
- Built a recurring optimization operating system covering weekly search-term analysis, phrase/exact negative-keyword cleanup, keyword expansion and pruning, 3-day and 7-day conversion analysis, lead-quality checks, CPA/CPL and CVR trends, CPC, impression share, budget pacing and new-test evaluation.
- Use Google Ads Scripts and internal applications to automate negative-keyword recommendations, budget-control alerts and repetitive account checks, while retaining manual QA for commercial intent, competitor traffic, DIY/informational queries and lead quality.
- Built AI-assisted PPC dashboards and workflow tools using Claude and Codex to consolidate multi-account performance signals, surface anomalies, prioritize actions and reduce repetitive analysis across a large client portfolio.
- Lead campaign builds and restructures: transactional keyword architecture, match-type strategy, RSA copy, audience/geo refinement, bid and budget changes, campaign/ad-group segmentation, landing-page alignment and conversion-led experimentation.
- Audit and troubleshoot tracking across GTM, GA4, Google Ads conversion actions, Meta Pixel/CAPI, call tracking, webchat/instant-quote widgets and third-party confirmation flows; coordinate with developers when platform-side implementation is required.
- Optimize LSA profiles through service/category selection, service-area tightening, budget tests, profile-quality improvements and daily lead/spend monitoring during high-priority tests.
- Partner with client success, design and development teams on CRO, landing-page messaging, AI-assisted creative production, offer strategy and account-level action plans. Portfolio spans roofing, pest control, landscaping/architecture, tree services, pools, RV/campers, automotive/tire, real estate, B2B finance, AV/media technology, stone/gallery and drone/air-solution businesses.

Oaklynn Kids | Head of Media Buying | Consulting / E-commerce Apr 2024 - Present

- Managed Meta spend up to \$55,000/day at ~1.8x ROAS and scaled YouTube spend to \$10,000/day at ~2x ROAS by repurposing winning paid-social creative into new acquisition channels.
- Led creative testing, cost-cap/bid-cap/budget optimization, dashboard monitoring and product-launch strategy using CAC, CTR, CPC, CPM, cost per ATC, frequency and ROAS as decision signals.

Sarmaaya Financials | Performance Marketing Lead | Consulting / Financial Education Nov 2024 - Present

- Led performance strategy across Google Ads, Meta Ads, GoHighLevel, email automation, analytics and conversion tracking, with responsibility for campaign execution, audience segmentation and remarketing.

Remotebase & Talently.AI | Senior Performance Marketing Manager | Remote Jan 2023 - Oct 2024

- Improved conversion rate from 1.3% to 4%+ in one month and reduced client acquisition cost from ~\$8K to ~\$3K within two months through landing-page testing, bid optimization, audience refinement and tighter conversion tracking.
- Directed multi-channel acquisition across Google, Meta, LinkedIn, Microsoft/Bing and Twitter; implemented GTM, GA4 and enhanced conversion tracking, and built high-converting landing pages with Unbounce/VWO.
- For Talently.AI, generated 1,000+ sign-ups at ~\$0.60 per sign-up with ~10% converting to paid customers; launched to #1 Product of the Day on Product Hunt through coordinated pre-launch acquisition and ranking strategy.

EARLIER PERFORMANCE MARKETING EXPERIENCE

Aimfit | Senior Performance Marketing Manager | Lahore

Nov 2021 - Dec 2022

- Managed paid acquisition across Google, Meta, TikTok, Snapchat, LinkedIn and Twitter; owned budgets, bids, negative keywords, creative, landing-page testing and full-funnel tracking using Adjust, AppsFlyer, Firebase, Mixpanel and Metabase.
- Achieved a 25% install-to-sign-up rate, improved sign-up-to-purchase conversion to 15%, reduced CAC by 30%, increased LTV by 20% and scaled installs by 40% while maintaining positive ROI.

Interlink MultiMedia (Jang Media Group) | Senior Digital Sales Manager | Lahore

Aug 2019 - Nov 2021

- Managed digital revenue planning, client/agency relationships, budgets, pricing plans, sales forecasting and commercial performance for online media assets.

Creative Bugs | Digital Media Buyer | Lahore

Aug 2017 - Aug 2019

- Planned and executed local and international media campaigns, managing approximately \$500K-\$1M over eight-month planning cycles across digital and out-of-home channels.

Selected Real Estate Engagements | Performance Marketing Lead / Consultant | Pakistan

2017 - 2024

- Eighteen Islamabad: managed Meta/Google strategy at ~\$20K monthly spend and contributed digital lead generation for the first Dubai launch, which produced \$5M in initial bookings.
- Gulberg Grove: delivered qualified lead generation through Meta and Google Ads and developed retargeting funnels that reached ~2.3x ROAS during peak periods.

CORE SKILLS & PLATFORMS

Paid Media: Google Ads (Search, Performance Max, Shopping, YouTube), Meta Ads, Google Local Services Ads, LinkedIn Ads, Microsoft/Bing Ads, TikTok, Snapchat

Optimization & Analysis: Search-term mining, negative-keyword architecture, keyword research, bidding, budget pacing, impression share, CPC, CVR, CPA/CPL, ROAS, lead-quality analysis, 3-day/7-day conversion diagnostics, campaign audits, CRO

Tracking & Data: Google Tag Manager, GA4, Google Ads conversions, Meta Pixel/CAPI, enhanced conversions, call tracking, Looker Studio/Data Studio, GoHighLevel, HubSpot, Adjust, AppsFlyer, Firebase, Mixpanel, Metabase

AI & Automation: Claude, Codex, ChatGPT, Google Ads Scripts, AI-assisted dashboards/workflow apps, search-term automation, budget-control alerts; AI creative workflows with Canva Magic Studio, Adobe Firefly, Midjourney and Runway

CRO & Creative: VWO, Unbounce, landing-page testing, RSA copy, Meta static/carousel/video briefs, creative testing, offer and message alignment

CERTIFICATIONS

Google Ads Certifications: Search, Shopping, Video & Mobile | Google Digital Guru Blackbelt | HubSpot Academy

EDUCATION

Queen Mary University of London, UK | BSc (Hons) Business Management & IT

Sep 2013 - Jun 2016