

IBRAHIM ZAHID

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SMM & Google Ads Expert

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159-B Shadab Colony, Lahore



SUMMARY

Dynamic Digital Marketing Specialist with over 1 year of experience in driving impactful online campaigns and generating significant revenue through Google Ads and Facebook Ads. Demonstrated ability to scale campaigns, lead teams, and leverage data for strategic decisions. Committed to optimizing ad performance and delivering measurable results. Seeking to contribute my expertise to a forward-thinking organization to drive growth and innovation.

EDUCATION

Fast Nuces, Lahore

(BS(EE)) Fast NUCES, Lahore | 2019 – 2023

- Entrepreneurship
- Python
- Engineering Management
- Comm Skills.
- Web Dev

CORE COMPETENCIES

- Google Ads & Facebook Ads Management
- Campaign Strategy & Optimization
- Web Development Basics
- Data-Driven Decision Making
- Team Leadership & Collaboration
- Video Editing & Content Creation

TECHNICAL SKILLS

- Ad Platforms: Google Ads, Facebook Ads,
- Instagram Ads
- Analytics Tools: Google Analytics, Ads Manager, AdScan
- Call Tracking: Ringba
- Content Tools: Veed, Clipchamp
- Web Technologies: NextJS, Puppeteer, MongoDB, Docker, Node

CERTIFICATIONS

- Web Development – Coursera, 2023
- Data Science – Coursera, 2023

ADDITIONAL EXPERIENCE

Nishat Group (2022)

PROFESSIONAL EXPERIENCE

Senior Media Buyer And Google Ads Expert

LeadVIPS, USA | Feb 2024 – Present

- Campaign Success: Orchestrated Facebook and Instagram campaigns with daily spend growth to \$20k, achieving a 15% increase in ROI.
- Team Leadership: Mentored and led a cross-functional team, including junior media buyers, video editors, and scriptwriters, enhancing team productivity and creativity.
- Strategy Development: Conducted data-driven strategy meetings and utilized tools like Ads Manager and AdScan for campaign optimization.

Media Buyer

LeadVIPS, USA | Oct 2023 – Feb 2024

- Revenue Generation: Drove over \$1 million in revenue through strategic media buying and campaign management with an average ROI of 30%.
- Account Management: Oversaw Google Ads accounts with a total spend of \$500k, achieving consistently high performance on large budgets.
- Content Creation: Supervised content creation, including scriptwriting and video production, to ensure alignment with campaign goals.

Intern

LeadVIPS, USA | Sept 2023 – Sept 2023

- Skill Development: Gained hands-on experience in Google Ads management, scriptwriting, and video editing.
- Lead Generation: Supported lead generation efforts through display and video campaigns, optimizing for performance improvements.
- Cross-Functional Collaboration: Worked with SEO and SEM teams to integrate marketing strategies and enhance campaign effectiveness.