MUHAMMAD JUNAID

PERFORMANCE MARKETING SPECIALIST

Address: Faisalabad, Pakistan | **Phone:** +92-301-6636385
Email: muhammadjunaid6947@gmail.com

EXECUTIVE SUMMARY

Performance Marketing Specialist with 5.5 years of experience driving revenue growth for DTC, eCommerce, real estate and service brands through data-driven paid media. Managed $150M+ in total ad spend, including budgets of up to $5M per month, across Meta, Google, YouTube, TikTok, Snapchat, AppLovin and X (Twitter) for US, Canadian, Australian, UAE and Pakistani markets.

Specialized in full-funnel customer acquisition, paid social, PPC, creative testing and lead generation, with strong command of CAC, MER, ROAS and CTR optimization, including a 45% year-over-year ROAS lift for Peach Truck. Scaled 35+ local and international brands, including Blueprint (Bryan Johnson), Mars Men, Mira Fertility, Peach Truck, DMoose, Stemregen, Ethnik Living, and Shark Tank US brands such as Hugsleep, Moment, Soupercubes and LuminAID.

Brings a technical edge from building 50+ eCommerce stores, which strengthens landing page, tracking and conversion rate optimization (CRO) decisions. Proven ability to lead teams, manage client relationships and turn performance data into profitable scaling strategies.

WORK EXPERIENCE

HCA Consulting Group

Digital Marketing Specialist October 2024 – Present

- Managed and scaled paid media campaigns for US-based DTC and eCommerce brands across Meta and Google Ads, with a focus on profitable customer acquisition.
- Led a team of 12 media buyers, overseeing campaign execution, budget pacing and daily optimization across client accounts.
- Managed Mars Men's paid media at up to $5M in monthly ad spend across Meta, Google, YouTube, AppLovin and X (Twitter) Ads, scaling against CAC and MER targets.
- Grew Shark Tank US brand Hugsleep's ROAS by 16% quarter over quarter (1.26x to 1.46x) while managing $1.4M+ in Q3 2026 ad spend.
- Ran performance campaigns for Mira Fertility at $500K–650K in monthly ad spend, alongside supplement brands Blueprint (Bryan Johnson), Zenwise and Stemregen.
- Grew Peach Truck's ROAS by 45% year over year (3.15x to 4.58x) while managing $1.1M+ in annual ad spend.
- Scaled advertising for Shark Tank US featured brands including Hugsleep, Moment, Soupercubes and LuminAID.
- Lifted luxury home brand Ethnik Living's MER from 1.9–2.1 to 3.5–4.2 while managing $150K in monthly ad spend, nearly doubling marketing efficiency.
- Scaled fitness brand DMoose at $30K–35K in monthly ad spend, focused on customer acquisition and sales growth.
- Analyzed daily performance data and implemented optimization strategies to improve CAC, MER, CTR and overall campaign profitability.
- Partnered with creative and marketing teams to run structured creative tests, identify winning ad concepts and scale top-performing campaigns.
- Managed creative strategy end to end, researching winning ads, hooks and angles through Motion, Foreplay, AdCreative.ai, Meta Ad Library and YouTube to build data-backed creative briefs.
- Directed landing page CRO with the development team, auditing competitor sites and briefing improvements that strengthened conversion flow.
- Designed and prototyped landing pages using AI tools (Claude) to speed up testing and launches.

Allied Tech Global, Karachi, Pakistan

Performance Marketer June 2023 – September 2024

- Managed Meta and Google Ads campaigns for US, Canadian and local clients across retail, beauty, food, technology and property services.
- Planned, launched and optimized campaigns for Pardesi Grocers USA, Arkan Beauty USA, Star Gyros USA, Zitalian Beefs USA, Logic Minds Technology USA, Glimmer Beauty, Blysmo and Clearview Property Inspection Canada.
- Scaled Herculous Supplements at $15K in monthly ad spend, lifting ROAS from 2.1–2.3x to 3.6–3.9x (around 70% improvement).
- Managed lead generation campaigns for Clearview Property Inspection Canada and Logic Minds Technology USA, delivering qualified leads that converted into new clients.
- Ran local awareness and engagement campaigns for US restaurants and grocery stores (Pardesi Grocers, Star Gyros, Zitalian Beefs), increasing walk-in customer traffic.
- Owned audience targeting, budget allocation and performance reporting, aligning campaigns with each client's revenue and lead goals.
- Managed client social media accounts to keep organic content aligned with paid campaign messaging.

Tech Boosters Ltd, Faisalabad, Pakistan

Performance Marketer September 2022 – March 2023

- Executed multi-platform paid campaigns across Facebook, Instagram, TikTok, Snapchat and Google Ads for real estate, eCommerce and service clients.
- Generated qualified leads for major real estate projects including Top City, Meridian Enclave, Din Gardens, Palm City, Lyallpur Smart City, Etihad Town Phase-II, One2One Properties, Green Gardens and Green Executive.
- Managed campaigns for eCommerce and international clients including Malqiyet, Shop ZQ, Store of Choices and Amin Technicals UAE.
- Optimized campaigns for CPL reduction and lead quality, and managed client social media accounts.

Meridian Enclave, Faisalabad, Pakistan

Marketing Manager September 2021 – August 2022

- Owned lead generation strategy for a real estate housing project through Facebook, Instagram and YouTube Ads.
- Led a 3-member team of designers and telesales representatives (appointment setters), turning ad leads into booked client meetings.
- Delivered regular performance reporting to management and managed client meetings to support sales closures.

International Remote Roles

WordPress eCommerce Developer September 2019 – July 2021

- **Thekonector.com (Amazon Agency, Australia):** Developed 50+ eCommerce stores on WordPress for international clients, building conversion-ready storefronts for global scaling.
- **VM Marketing (Digital Marketing Agency, Australia):** Resolved email deliverability and SMTP issues for agency clients, ensuring reliable sending and receiving of business email.

EDUCATION

M.Sc. (Hons.) Food Technology (2019 – 2021) | University of Agriculture, Faisalabad | CGPA: 3.87
B.Sc. (Hons.) Food Science and Technology (2015 – 2019) | University of Agriculture, Faisalabad | CGPA: 3.72

CORE SKILLS

- Full-Funnel Performance Marketing
- Google Ads / PPC and YouTube Ads
- Creative Strategy and Ad Testing
- Lead Generation (Real Estate and Services)
- Landing Page and CRO
- Paid Social (Meta, TikTok, Snapchat)
- Customer Acquisition and Scaling Strategy
- CAC, MER, ROAS and CTR Optimization
- Budget Allocation and Performance Reporting
- Team Leadership and Client Management

TOOLS & PLATFORMS

- Meta Ads Manager
- Snapchat Ads Manager
- X (Twitter) Ads
- Google Analytics 4 (GA4)
- Shopify
- AdCreative.ai
- WordPress
- Google Ads
- YouTube Ads
- Triple Whale
- Google Tag Manager (GTM)
- Motion
- Meta Ad Library
- AI Automation Tools
- TikTok Ads Manager
- AppLovin Ads
- Northbeam
- AdManage.ai
- Foreplay
- Claude

CERTIFICATIONS & TRAINING

- Creative Strategy – Motion (2026)
- Google Ads – 10x Growth (2026)
- Digital and Social Media Marketing – E-Rozgar (2023)
- Facebook Ads Mastery – BigBucks Pakistan (2021)
- eCommerce Management – DigiSkills (2020)
- Digital Marketing – DigiSkills (2019)
- AI Automation Masterclass – Hustle Heroes (2026)
- Google Ads Mastery – Umar Tazkeer (2024)
- Digital Marketing – DigiSkills (2022)
- Content Marketing and Advertising – E-Rozgar (2021)
- WordPress Website Development – DigiSkills (2020)