USAMA ZAHID

AI-Driven Performance Marketer · Meta Ads · Google Ads · TikTok Ads · Tracking

Lahore, Pakistan · Open to on-site, hybrid and remote · +92 300 1000414 · usamafiver234@gmail.com
linkedin.com/in/usama-zahid-058303190 · behance.net/usama-digital · scalebyusama.com

PROFESSIONAL SUMMARY

Performance marketer with 3+ years scaling revenue through paid media on Meta, Google, TikTok and LinkedIn, across six marketing roles since 2023. I've run e-commerce and lead-gen accounts in 7+ industries for clients in Pakistan, the UK, the US and the UAE. Every account starts with clean tracking (GA4, GTM, Meta Pixel and CAPI), then structured creative testing and budget scaling backed by data. Known for making new accounts profitable fast, including 11.21x ROAS in a new Meta account's first 18 days.

KEY RESULTS

- **4.12x ROAS in 14 days (Meta, e-commerce):** Rs 1.79M spend returned Rs 7.37M revenue and 4,575 purchases.
- **11.21x ROAS in a new account's first 18 days (Meta):** Rs 34.2K spend, Rs 383.6K revenue, scaled to a fourth campaign.
- **10.14x ROAS in a 1-month-old account (Meta):** Rs 105.8K spend returned Rs 1.07M from 209 purchases.
- **13.3x ROAS on Google Display:** Rs 23.7K cost drove Rs 315K in sales on a limited daily budget.
- **ROAS lifted from ~1.9x to ~4.5x (Meta, healthcare brand):** average across ad sets, Mar–May vs Jun–Aug 2025.
- **Rs 51.4M purchase value from one Google Ads account** over 2+ years on Rs 8.31M cost.
- **Rs 3.4M+ managed in one Meta account** across 165 campaigns in 2026.

PROFESSIONAL EXPERIENCE

Performance Marketer | Inclivo — Dec 2025 – Present
Digital marketing agency · Full-time · Lahore, on-site

- Manage and scale performance campaigns across Meta (Facebook and Instagram), Google Ads and TikTok Ads for clients in Pakistan, the UK, the US and the UAE.
- Plan and run lead generation and social media campaigns tied to each client's business goals.
- Optimise campaigns to lower CPA and raise ROAS using data-driven insights.
- Own audience strategy, creative testing and budget allocation across platforms.
- Monitor daily performance, analyse reports and share actionable insights with the team.

Performance Marketer | DuxeLondon — Dec 2025 – Apr 2026
Freelance · Remote

- Ran paid media campaigns on a freelance basis alongside agency work.

Performance Marketer | Neutro Pharma (Pvt.) Ltd — Mar 2025 – Dec 2025
Full-time · On-site

- Managed and scaled campaigns across Google Ads, Meta Ads and TikTok Ads.
- Drove high-quality leads and bookings through data-driven paid media strategies.
- Implemented conversion tracking and continuous optimisation to improve ROAS and efficiency.

Performance Marketer | Kidderz — Oct 2024 – Dec 2025
Contract · Lahore, hybrid

- Ran paid campaigns for a kidswear e-commerce brand.

Performance Marketer | AsraDerm — Dec 2023 – Mar 2025
Full-time · Lahore, on-site

- Managed and scaled campaigns across Google Ads, Meta Ads and TikTok Ads for a skincare brand.
- Drove leads and bookings with conversion tracking and continuous optimisation to improve ROAS.

Digital Marketing Executive | **BEC Solutions (Pvt.) Ltd** Jan 2023 – Dec 2023

Part-time · On-site

- Managed and scaled multiple e-commerce client accounts on Google Ads and Meta Ads, focused on lead generation, sales and ROAS.
- Trained students in performance marketing.

Assistant Manager | **The University of Lahore** Mar 2017 – Nov 2022

Full-time

SKILLS & TOOLS

Paid social	Meta Ads (expert), WhatsApp and DM campaigns (expert), TikTok Ads, LinkedIn Ads
Search & shopping	Google Search, Performance Max, Shopping Ads, Display, keyword research
Tracking & analytics	Google Tag Manager (expert), Meta Pixel and Conversions API (expert), GA4, Microsoft Clarity, Triple Whale, Hyros
Strategy & reporting	Full-funnel strategy, creative and hook testing, competitor research, budget scaling, monthly performance reports
Platforms	Shopify

SELECTED CLIENTS

AsraDerm · Belaglow · Neutroderm · Hi-Nutrition · Nutraxin · Gluvit-S · BetterYou.pk · Fleuré · Royal Bull · Al Barjas Perfumes · Weleba · Victoria Prestige · Nayab Group · Garden Grill · Cafero · Varanda Coffee · Kababji Grill TX (US)

Industries: e-commerce, skincare, pharma, F&B, B2B SaaS, travel and events

EDUCATION

Master in Political Science | **University of the Punjab** Sep 2020 – Oct 2021

Grade: A+

Bachelor of Commerce | **University of the Punjab**

CERTIFICATIONS

Measure and Optimize Social Media Marketing Campaigns | **Meta** Jul 2026

Credential ID 0ZK6684ZNMN3

Claude 101 (certificate of completion) | **Anthropic** Sep 2026

Credential ID x62qmc29ncm2