

IMRAN DAWOOD

Performance Marketing Specialist | Paid Social | Lead Generation & E-Commerce

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Open to Remote

PROFESSIONAL SUMMARY

Performance Marketing Specialist with 3+ years of hands-on experience managing paid media campaigns across international and local markets. Specialist in Meta Ads (Facebook & Instagram) with deep expertise in full-funnel lead generation, Meta Pixel, Conversions API (CAPI), GTM, and GA4. Managed ad accounts across the US, Australia, UAE, and Pakistan, spanning healthcare, legal, home services, automotive, real estate, Travel agencies and e-commerce with a combined monthly active spend of \$20,000–25,000 USD. Computer Science background adds a technical edge to tracking implementation, data analysis, and structured campaign reporting. Experienced in both agency and in-house environments, with a proven ability to manage multiple clients, produce structured reports, and coordinate across design and operations teams.

50+ Ad Accounts Managed \$20,000–25,000 USD/Month Active Spend US · Australia · UAE · Pakistan

EXPERIENCE

Performance Marketing Specialist | [Self-Employed](#) · [Remote](#)

April 2022 – Present

Managing international client portfolios across the US, Australia, UAE & Pakistan

20+ active Meta Ads accounts, leading the complete campaign lifecycle—from media strategy, audience segmentation, and creative direction to Meta Pixel and Conversions API (CAPI) implementation, campaign optimization, and performance reporting. Deliver data-driven growth through continuous testing, budget optimization, and client-focused performance analysis.

Industries Served:

Home Services & Cleaning · Exterior Building & Construction · Automotive Glass Repair · Healthcare & Medical Clinics · Legal Services & Personal Injury · Financial Services & Mortgage · Real Estate · Online Education & Coaching · Pest Control · Sports & Fitness · Travel & Visa Services · E-Commerce (Nutrition, Apparel, Pet Care) · Photography

Key Achievements:

- **Healthcare & wellness clinic (Australia):** Winning creative ranked Above Average for both engagement rate and conversion rate in Meta's auction diagnostics — top tier among comparable ads in the same vertical. Stable CPR maintained week-over-week while new variants tested in parallel. Monthly spend approx. AUD \$1,500–2,500.
- **Legal services — personal injury (USA):** Managed lead generation campaigns targeting maritime injury and workplace accident cases. 3 of 4 active creatives achieved improving CPR trends within the same flight, with one variant delivering a 78%+ reduction in cost per result. Built a Zapier-to-CRM integration reducing lead response time from hours to under 5 minutes. Monthly spend approx. USD \$1,500–2,500.
- **Automotive glass repair (Australia):** Top static creative delivered an 85%+ improvement in CPR versus underperforming variants. Proactively identified and rotated 5 fatiguing creatives before CPL degraded at account level. Monthly spend approx. AUD \$1,200–1,800.
- **Financial services / mortgage (Australia):** Designed a full TOFU–MOFU–BOFU funnel across two buyer segments, First home buyers and Car finance with clean audience separation to protect learning phases.

Zero unplanned campaign resets over a multi-month engagement. Monthly spend approx. AUD \$1,000–1,800.

- **Pakistan-based accounts:** Managed campaigns across travel and visa services, salon and beauty, medical diagnostics, FMCG nutraceuticals, local transport, and solar energy — with monthly budgets ranging from PKR 50,000 to PKR 300,000 per account. Delivered localized audience strategies and Urdu-market creative briefing alongside English-market portfolio.

Core Responsibilities:

- Full-funnel campaign architecture (TOFU, MOFU, BOFU) tailored per vertical — with audience separation to protect learning phases and prevent overlap.
- Creative performance testing: structured A/B tests across video, static, carousel, and Reels; identifying winners via Meta's auction diagnostics and rotating fatigued variants before CPL degrades.
- Meta Pixel and CAPI implementation, auditing, and troubleshooting across all active accounts — maintaining clean conversion signal and accurate attribution.
- Weekly and monthly performance reports covering CPL trends, creative breakdowns, audience analysis, and prioritised optimisation recommendations — delivered to agency leads and direct clients.
- Custom Audience builds from client CRM exports: data cleaning, CSV formatting, hashed upload, and lookalike seed creation.

Paid Media Executive | [Zarqa Genomics Lab](#) · Islamabad, Pakistan

Jun 2025 – Apr 2026

In-house paid media role · Managed alongside reduced freelance portfolio

In-house performance marketing role for a medical diagnostics laboratory — responsible for all digital advertising, tracking implementation, and cross-functional coordination with design and operations teams.

- Planned, launched, and optimized Meta Ads lead generation campaigns end-to-end — from initial brief to post-campaign analysis.
- Built cold, warm, and retargeting audience structures; ran A/B tests on creatives, copy, and CTAs with a consistent focus on reducing CPL over time.
- Implemented Meta Pixel, CAPI, GTM, and GA4 — establishing clean conversion tracking and accurate attribution across the patient inquiry funnel.
- Produced weekly performance reports tracking CPL, CTR, leads generated, reach, and frequency — with clear recommendations for budget reallocation and creative refresh.
- Coordinated with design and content teams to brief and deliver stage-appropriate ad creatives; applied budget discipline from operational responsibilities to every campaign decision.

Supply Chain & Operations Manager | [Compact Capital Pvt. Ltd.](#) · Islamabad, Pakistan

Jun 2021 – Oct 2022

Full-time operations management role overseeing procurement, vendor relationships, and inventory coordination for a trading and tendering company.

- Led procurement, vendor sourcing, and inventory coordination to meet tender delivery timelines.
- Managed process standardization and operational reporting — built strong analytical and budgeting habits now directly applied to campaign data management and performance reporting.
- Coordinated cross-functional activities across sales, logistics, and finance teams to ensure business continuity.

Freelance Graphic Designer (Level 2 Seller) | [Fiverr](#) · Remote

Jun 2015 – Dec 2017

Independent design practice serving international clients via Fiverr — running parallel to Computer Science studies and later alongside early marketing work.

- Completed 100+ client projects with a 4.9/5 rating — delivering brand identities, social media ad creatives, logos, and print materials for international clients.

- Designed paid social ad creatives for client campaigns — built foundational understanding of visual formats, hook structures, and layout principles now applied daily to creative briefing and A/B testing strategy.
- Managed end-to-end client relationships and project delivery independently while completing a CS degree developing client communication and deadline management skills.

CORE SKILLS

Paid Social & Campaign Strategy: Meta Ads Manager, Meta Business Manager, Full-Funnel Architecture (TOFU / MOFU / BOFU), Lead Generation, E-Commerce Campaigns, A/B Creative Testing, CPL Optimizations, Retargeting, Lookalike Audiences, CBO / ABO Budget Management, Audience Segmentation, Ad Creative Briefing & Direction

Tracking & Measurement: Meta Pixel, Conversions API (CAPI), Google Tag Manager (GTM), Google Analytics 4 (GA4), Conversion Tracking Audits, UTM Frameworks, Attribution Analysis

CRM & Automation: Zapier (Meta Leads → CRM), Law Ruler CRM, ManyChat Chatbot Automation

Reporting & Client Management: Weekly / Monthly Performance Reports, Campaign Briefing, Multi-Account Portfolio Management, Client Communication, Optimisation Recommendations

Tools & Workflow: Slack, Notion, ClickUp, Loom, Adobe Creative Cloud, Canva, CapCut

CERTIFICATIONS

- Meta Blueprint — Meta Ads Certification
- Meta Advance course — Hamzads.com
- Google Ads — Senatorwerunads.com - Ovais Ahmed)
- Advanced Tracking — Umartazkeer.com – Umar Tazkeer
- Google Analytics 4 Certification — Google Skillshop
- AI Marketing Certification
- ManyChat Marketing Automation
- Shopify Fundamentals

EDUCATION

Bachelor of Science — Computer Science | [Air University](#) · Islamabad, Pakistan

Sep 2013 – Jan 2018

Technical foundation in data structures, systems thinking, and analytical problem-solving — directly applied to pixel implementation, attribution modelling, and structured campaign reporting.

PORTFOLIO & PERSONAL BRAND

imrandawood.com · [@imranrunads](#) (Instagram)

Case studies available on request covering Meta Ads campaigns across healthcare, home services, legal, Sports and fitness and other professional services (US & Australia).