

Abdul Haseeb

Mumbai, India • Tel: + (91) 9967722615 • Email: abdul.13haseeb1@gmail.com • LinkedIn: <https://www.linkedin.com/in/99abdulhaseeb99/>

Google Ads Certified digital marketing professional with over **7 years of experience** in managing high-budget campaigns, backend operations, and optimizing paid media performance. Proven expertise in Google Ads campaign administration, fund management, and issue resolution, with a strong focus on achieving ROI and ensuring compliance. Skilled in leveraging analytics to drive actionable insights and improve campaign outcomes.

CORE SKILLS

- **Performance Marketing:** User Acquisition, Retargeting Campaigns, LTV Optimization
- **Advertising Platforms:** Google Ads, Meta Ads, Microsoft Ads, LinkedIn Ads, Twitter Ads, TikTok Ads
- **Core Expertise:** Campaign management, fund tracking, issue resolution, account optimization, ad policy compliance, data reporting
- **Data Analysis:** A/B Testing, Campaign Performance Metrics, Cohort Analysis
- **Creative Collaboration:** Working with Designers and Marketing Artists for Ad Creative Development
- **Tools and Analytics:** Google Analytics, GA4, OpenAI/ChatGPT API Integrations, Prompt Engineering, AppMetrica, Firebase, Data Studio, Advanced Excel
- **Competitive Research:** Market Intelligence, Best Practices Benchmarking
- **Professional Skills:** Strong Analytical Skills, Data-Driven Decision Making, Team Collaboration
- **Personal Interests:** Solving Rubik's cube in under 3 minutes, playing badminton, movie & Web Series enthusiast with favorites like Inception, Money Heist, and Shutter Island.

WORK EXPERIENCE

2024 – Current *Senior Paid Media Manager*

Disruptiv Media (Remote Role)

- Lead strategy, execution, and performance optimization for **Google Ads, Meta Ads, and Microsoft Ads** across multiple client accounts (B2B & B2C) in UK and international markets.
- Manage and allocate advertising budgets exceeding **\$150,000/month** across Search, Performance Max, YouTube, Display, and Retargeting campaigns.
- Set up **AI alerts** to instantly catch CPA spikes and budget pacing issues across \$150k/mo in ad spend, cutting down on wasted budget.
- Conduct in-depth keyword research, audience segmentation, and ad copy testing to **maximize ROAS**, lead quality, and client acquisition.
- Regularly liaise with clients to understand business goals and present campaign insights, growth strategies, and performance reports
- Collaborate with in-house creative and content teams to guide development of high-converting ad creatives and landing pages.

- Build and maintain **performance dashboards** in Looker Studio, ensuring clear visibility of weekly pacing, conversions, and budget utilization.
- Implement **automated rules** and scripts in Google Ads for efficient budget control, bid adjustments, and reporting workflows.
- Connected the **ChatGPT API** to Google Sheets to automatically read call transcripts and grade lead quality, helping us quickly refine our search targeting.
- Conduct **A/B tests** for ads, landing pages, and bidding strategies to continually improve CTR, CVR, and cost-efficiency.
- Monitor competitor activity and market trends to adapt campaign strategies and identify growth opportunities.
- Coach and support junior media buyers, providing feedback, training, and hands-on guidance on campaign planning and execution.

2023 – 2024 Associate Lead - Digital Marketing Opkey Dubai, UAE

- Managed end-to-end **Google Ads, Microsoft Ads, LinkedIn Ads** campaigns to generate high-quality leads for SaaS products, achieving a **6x ROAS**.
- Managed an **\$100,000** marketing budget and optimized resource allocation, achieving high-impact results within budget constraints.
- Administered backend operations, including **fund management** and account structure optimization.
- **Handled campaign troubleshooting**, resolving ad disapprovals, billing discrepancies, and policy violations to ensure uninterrupted performance.
- **Supported the SEO team** in optimizing website visibility and organic lead generation through collaborative strategies.
- Set up **AI-assisted lead scoring** in HubSpot so the sales team could instantly focus their outreach on the warmest prospects.
- **Executed email marketing campaigns** via HubSpot, targeting various audience segments to improve engagement and nurture leads.
- **Monitored deal tracking** using HubSpot to analyze and report on ROAS, providing actionable insights to improve campaign profitability.
- **Collaborated with the research team** to identify high-potential leads on LinkedIn and conducted in-depth product research for targeted outreach.
- Assisted in crafting and implementing **Go-to-Market (GTM)** strategies, aligning campaigns with business goals and market opportunities.
- Provided detailed **performance reports** with actionable insights, leveraging Google Analytics and HubSpot CRM.
- Integrated AI tools like **ChatGPT** to enhance content **personalization** and streamline campaign processes, resulting in increased **customer engagement**.
- Collaborated with designers to create high-performing ad creatives that enhanced user retention and drove a **197% YoY** increase in paid leads.
- **Optimized LTV** by refining monetization channels and implementing effective **A/B testing** strategies to **improve ROI**.

Key Achievements:

- Led a campaign resulting in a **40% increase** in conversions by implementing A/B testing and cross-functional collaboration strategies.

- Improved **campaign ROI** by continuously refining audience targeting and content strategies, contributing to Opkey's positive brand perception.
- **Deal YoY growth of 2x** through Paid Media

2021 – 2023

Paid Media Manager

EverLighten

Bengaluru, India

- Designed and implemented paid media strategies across **Google Ads and Microsoft Ads** to drive **lead generation** for enterprise clients.
- Optimized backend account structures, **improving campaign** scalability and ROI..
- Managed a **\$80,000 budget** with rigorous tracking and performance reporting, optimizing spend to maximize ROI.
- Partnered with marketing artists to develop dynamic **ad creatives**, ensuring alignment with **target audience** preferences.
- Maintained **competitive intelligence**, gathering data on market trends and competitor strategies.
- Tracked and analyzed key metrics (**CTR, CVR, CPC, ROAS, LTV**).
- Led a team of **6 professionals**.
- Developed and **presented monthly performance reports**.
- Stayed on top of **Performance Marketing industry trends**.

Key Achievements:

- Generated a **5x ROAS** through effective keyword targeting, content strategies, and **performance optimization**.
- Developed and implemented crisis communication strategies to proactively manage brand reputation during challenging campaigns.

2018 – 2020

Digital Marketing Manager

OnDigi Solutions

Bengaluru, India

- Directed paid media efforts for multiple clients, **managing campaigns on Google, Bing, and Facebook Ads platforms**.
- Delivered detailed **campaign performance analysis**, enhancing ROI for clients..
- Managed a budget of **\$50,000** for **PPC campaigns**.
- Ensured **successful client campaign** outcomes, enhancing brand presence and lead generation.
- Conducted extensive **keyword research, performance analysis, and creative A/B testing** to refine campaigns.
- **Managed over 15 clients**, ensuring effective PPC campaigns and **client satisfaction**.
- Fostered **strong client relationships** and addressed concerns promptly.
- Developed strategies to improve the website's search engine rankings through the latest **SEO techniques**.

RELEVANT PROJECTS

- **Part-Time Faculty, Digital Marketing**

International Institute of Business Management & Research Technology (IIBMRT)

Taught Digital Marketing courses with a focus on Paid Media, Basic SEO, and Digital Marketing fundamentals. Mentored students on practical applications of paid media and SEO strategies, equipping them with industry-ready skills.

- **Real Estate Consultation for Lead Generation**

- Mumbai Real Estate Projects*

- Provided consultation on effective lead generation strategies through Paid Media and Social Media. Developed tailored digital marketing plans for real estate projects, enhancing brand visibility and driving quality leads by leveraging ad platforms and targeted social media campaigns

EDUCATION

2022	<i>Degree</i>	Monad University	(UP, India)
	<i>B.Sc. Computer Science</i>		
2018	<i>Diploma</i>	Softpro Institute	(Mumbai, India)
	<i>Diploma In Digital Marketing</i>		

LANGUAGES

- Hindi (C2)
- English (C2)
- Urdu(C2)

PROFESSIONAL CERTIFICATIONS

- **Google Digital Marketing Certification** – Google Garage
- [Google Search Ads Certification](#)
- [Google Display Ads Certification](#)

PORTFOLIO LINK

[Portfolio](#)