

ABDUL HASEEB

Performance Marketing Leader · AI-Augmented Growth Engineer

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SUMMARY

Google Ads Certified performance marketing leader with 7+ years managing paid media programs exceeding \$150K/month across Google, Meta, and Microsoft Ads for B2B and B2C clients in the UK, UAE, and India. Increasingly focused on the intersection of paid media and applied AI: has shipped LLM-powered pipelines for lead scoring and call-quality grading, built automated alerting for budget and CPA anomalies, and independently provisions and manages cloud infrastructure to prototype AI-orchestrated tools. Combines campaign-level ROI accountability with the hands-on ability to build the automation layer that lets performance marketing scale without proportional headcount.

CORE SKILLS

- **Performance Marketing:** User Acquisition, Retargeting, LTV Optimization, Campaign Management, Fund Tracking, Ad Policy Compliance
- **Advertising Platforms:** Google Ads, Meta Ads, Microsoft Ads, LinkedIn Ads, X (Twitter) Ads, TikTok Ads
- **AI & Automation Engineering:** LLM API Integration (OpenAI, Claude, Gemini), Prompt Engineering, Agentic AI Orchestration (Google Antigravity), Cloud Infrastructure (Oracle Cloud VPS), AI-Assisted Application Development, Workflow Automation & Scripting
- **Data & Analytics:** Google Analytics, GA4, Looker Studio, A/B Testing, Cohort Analysis, AppMetrica, Firebase, Advanced Excel
- **Leadership & Collaboration:** Team Leadership (managed teams up to 6), Client Relationship Management, Cross-Functional Collaboration with Design & Creative Teams

WORK EXPERIENCE

Senior Paid Media Manager | Disruptiv Media

2024 – Present

- Lead strategy, execution, and performance optimization for Google Ads, Meta Ads, and Microsoft Ads across multiple B2B and B2C client accounts in UK and international markets.
- Manage and allocate \$150K+/month in advertising budget across Search, Performance Max, YouTube, Display, and Retargeting.
- Built an automated AI alerting system that flags CPA spikes and budget-pacing issues in real time across the full ad spend portfolio, reducing wasted budget.
- Designed and shipped an LLM-powered pipeline connecting the OpenAI API to Google Sheets to automatically parse and grade sales call transcripts, giving the team faster, more consistent signal for refining search targeting.
- Built and maintain performance dashboards in Looker Studio for weekly pacing, conversion, and budget visibility.
- Implemented automated rules and scripts in Google Ads for budget control, bid adjustments, and reporting workflows.
- Coach and mentor junior media buyers on campaign planning, execution, and testing methodology.

Associate Lead – Digital Marketing | Opkey

2023 – 2024

- Managed end-to-end Google Ads, Microsoft Ads, and LinkedIn Ads campaigns generating high-quality SaaS leads, achieving 6x ROAS on a \$100K budget.
- Set up AI-assisted lead scoring in HubSpot so the sales team could focus outreach on the highest-intent prospects.
- Integrated ChatGPT into content personalization workflows, contributing to a 197% YoY increase in paid leads.
- Administered backend fund management and account structure optimization; resolved ad disapprovals, billing discrepancies, and policy violations.
- Executed HubSpot email campaigns and deal tracking, reporting ROAS and profitability insights to stakeholders.

Paid Media Manager | EverLighten

2021 – 2023

- Designed and implemented paid media strategy across Google Ads and Microsoft Ads for enterprise lead generation, managing an \$80K budget.
- Led a team of 6, delivering a 5x ROAS through refined keyword targeting and continuous performance optimization.
- Built competitive intelligence practices and monthly reporting used to guide account strategy.

- Directed paid media efforts across Google, Bing, and Facebook Ads for 15+ clients, managing a \$50K PPC budget.
- Conducted keyword research, performance analysis, and creative A/B testing to refine campaigns and improve client ROI.
- Developed SEO strategies alongside paid efforts to strengthen organic search visibility.

AI & AUTOMATION PROJECTS (INDEPENDENT)

- Provisioned and manage a self-hosted VPS on Oracle Cloud as a base for independent AI development and experimentation.
- Connected the VPS to Google Antigravity and Gemini to run end-to-end agentic AI development workflows.
- Designed and built a chat-style UI application, modeled on a Telegram-style interface, that lets non-technical users interact with Claude and Gemini through the VPS backend without needing terminal or command-line knowledge.
- Uses AI-assisted development to build full applications from scratch, prototyping tools that connect marketing operations to custom AI infrastructure.

RELEVANT PROJECTS

Part-Time Faculty, Digital Marketing — *International Institute of Business Management & Research Technology (IIBMRT)*

- Taught Paid Media, Basic SEO, and digital marketing fundamentals; mentored students on practical, industry-ready applications.

Real Estate Lead Generation Consultation — *Mumbai Real Estate Projects*

- Developed tailored paid media and social strategies to improve lead quality and brand visibility for real estate clients.

EDUCATION & CERTIFICATIONS

- **B.Sc. Computer Science** — Monad University, UP, India (2022)
- **Diploma in Digital Marketing** — Softpro Institute, Mumbai, India (2018)
- **Google Digital Marketing Certification** — Google Garage
- **Google Search Ads Certification**
- **Google Display Ads Certification**

LANGUAGES

Hindi (C2) · English (C2) · Urdu (C2)