

JAWAD UR REHMAN

PERFORMANCE MARKETER

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SARGODHA, PAKISTAN

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WORK EXPERIENCE

Smart Intellect Islamabad, Pakistan

Nov 2024 – Present

- Managed and optimized Google Ads and Meta campaigns to improve performance and maximize ROI.
- Analyzed data, implemented tracking, and optimized campaigns to reduce CPA and increase conversions.
- Used LinkedIn Sales Navigator for lead generation and supported TikTok Shop to drive sales growth.

Emergent Engineering Services Pvt Ltd

June 2021 – April 2024

- Built and managed social media presence through engaging content and consistent branding.
- Planned and optimized Facebook Ads campaigns to generate high-quality B2B leads.
- Improved engagement and lead flow through targeted strategies and performance tracking.

Dexoom Lahore

Apr 2022 – Aug 2022

- Managed social media accounts and created engaging content to build brand presence.
- Assisted in planning and running Meta (Facebook & Instagram) ad campaigns.
- Monitored campaign performance and optimized ads to improve reach, engagement, and lead generation.

EDUCATION

Bachelor of Information Technology

Jan 2020 – Feb 2024

University of Education, Lahore

KEY PROJECTS

- E-commerce Sales Campaign (Google & Meta Ads):**
Achieved 12x ROAS while managing \$15K/month budget.
- B2B Lead Generation Campaign (Facebook Ads):**
Generated high-quality leads with optimized targeting and funnel strategy.
- Local Business Growth Campaign (Google Ads):**
Increased qualified leads and reduced CPA through performance optimization.
- TikTok Shop Campaign:**
Boosted product visibility and sales through targeted content and ad strategies.