

Muhammad Issa Umer

Growth Marketing Strategist | Lead Generation & Funnel Systems

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Profile

Growth marketing strategist focused on lead generation, paid acquisition, funnel design, and conversion optimization. Build and execute end-to-end growth systems across ads, organic channels, landing pages, tracking, and monetization. Experienced in taking early-stage brands from strategy to execution by building acquisition flows, running campaigns, and turning traffic into qualified leads and revenue.

Professional Experience

- **Global Marketing Director**, Indextx.ai *Oct 2024 – Present*
 - Generated **200,000+ users** for Bitcoin Yay and drove **\$18K+ in ad revenue and sales** on under **\$4K total marketing spend** across **11 months**.
 - Managed **\$100K+ in crypto portfolios** for Smart Crypto users, acting as the primary point of contact for client communication and portfolio guidance.
 - Owned user acquisition end-to-end, including channel strategy, creatives, funnel optimization, retention, and performance tracking.
 - Oversaw paid media and ad monetization strategy to improve ROAS and revenue efficiency.
 - Managed marketing team workflows, KPIs, and execution standards to keep campaigns consistent.
- **Growth & Lead Generation Strategist**, EcomXprt *March 2026 – Present*
 - Leading end-to-end lead generation strategy, including funnel design, landing page architecture, and conversion optimization.
 - Building the acquisition system independently, covering website development, tracking setup, and campaign execution.
 - Managing multi-channel acquisition across YouTube, Meta, LinkedIn, Fiverr, and Upwork to drive inbound leads.
- **Growth Marketing Consultant**, Freelance *Jan 2026 – Present*
 - Developed marketing strategies for early-stage businesses focused on lead generation and customer acquisition.
 - Audited sales funnels and landing pages to identify conversion gaps, weak messaging, and user journey issues.
- **Co-Founder & Operations Lead**, Vertigo Clothing Online *May 2022 – December 2023*
 - Co-founded an anime-themed eCommerce brand; launched product drops sold through conventions, live events, and community channels.
 - Led website development, product design coordination, branding, and visual presentation.
 - Managed budgeting, pricing, inventory planning, and partnerships with event organizers.

Skills

Marketing Strategy: Campaign Management, Brand Strategy, Content Marketing

Growth & Acquisition: Lead Generation, Organic User Acquisition, Paid Media, Multi-Channel Marketing

Funnels & Conversion: Funnel Design, Landing Page Architecture, Conversion Rate Optimization, Sales Funnel Audits

Analytics & Technical: Marketing Analytics, Performance Reporting, Tracking Setup, Website Development

Education

Bachelor of Science in Computer Science

Information Technology University (ITU), Lahore

2021 – 2025