Application for Virtual Assistant – Meta (Facebook/Instagram) Advertising Role

A) Quick Introduction

1. Full Name: Muhammad Arslan Amjad

2. Location + Time Zone: Pakistan (PKT – UTC+5)

3. Languages: Urdu (Fluent), English (Fluent – Professional Working Proficiency), Korean (Conversational)

4. Availability: Yes, available full-time (6–8 hours daily). Preferred working hours: 11:00 AM – 12:00 AM (PKT). Flexible for CET schedule if required.

5. Start Date: Available to start immediately.

6. Equipment & Internet: Stable high-speed internet connection and laptop suitable for Meta Ads Manager work.

B) Experience Overview

7. Meta Ads Experience: Started learning and practicing digital marketing in 2022 and transitioned into professional campaign management. Currently managing campaigns through MA Creative Agency with hands-on experience in setup, optimization, and scaling.

8. Monthly Ad Spend Managed: Approximately $500–$2,000 per month, focusing on performance optimization and cost-efficient scaling.

9. Objectives Launched: Lead Generation, Sales/Conversions, and Traffic campaigns.

10. Industries Worked With: Herbal/Health-related products, service-based businesses, and digital marketing agency services.

11. Measurable Success: Reduced average Cost Per Result (CPR) from PKR 21–22 down to PKR 16–17 through targeting and optimization. Achieved a lowest CPR of PKR 8+ on a high-performing campaign day.

12. Tools Used Besides Meta: WordPress, Google Sheets for tracking, landing page optimization tools, and CRM integration setups. Advanced optimization frameworks can be discussed during interview.