



# Name Murtaza Sangi

Shopify Facebook Ads Specialist

## Title / Position:

Shopify Facebook Ads Specialist

Location:

## Email:

✉ creatermanking@gmail.com

📍 Sanghi, Pakistan

## Professional Summary:

Results-driven Facebook & Instagram Ads Specialist with expertise in Shopify and e-commerce stores. Skilled in campaign setup, pixel tracking, audience targeting, creative testing, and scaling campaigns to maximize profitability. Focused on delivering data-driven results and long-term growth for online businesses.

## Skills:

- Facebook & Instagram Ads Management
- Shopify Store Ads Scaling
- Pixel & Conversion Tracking
- Audience Research & Targeting
- Creative Testing & Optimization
- Retargeting & Funnel Management
- ROAS & KPI Performance Tracking
- Reporting & Analytics

## Professional Experience:

Freelance Facebook Ads Specialist – Self-employed (Sanghi, Pakistan)

- Managed demo campaigns for Shopify and e-commerce stores
- Built and tested multiple ad creatives for conversion optimization
- Designed retargeting and audience segmentation strategies
- Prepared weekly performance reports with actionable insights
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## Demo Projects / Case Studies:

1. Ecommerce Test Campaign for Shopify Brand – Campaign Structure: CBO/ABO, Creative Testing, Funnel & Retargeting Setup
2. Facebook Ads Funnel Strategy for Online Store - Audience Research, Campaign Budget Optimization, Cold & Warm Audience Targeting

## Education:

📍 High School – Darsgah Public Higher Secondary School, Sanghi – 2022

## Certifications / Courses:

- Facebook Blueprint (Free / Paid)
- Shopify E-commerce Marketing (Optional)