FAHAD ALI

AI-LED PERFORMANCE MARKETER

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$3M+	18.9×	$164K+	14,000+
REVENUE GENERATED	BLENDED ROAS	AD SPEND MANAGED	LEADS GENERATED

SUMMARY

Performance marketing professional with 2.5 years of experience in running Meta Ads for lead generation and ecommerce brands in Australia, UAE and Pakistan. Managed **$164K+** ad spend that resulted in **$3M+** revenue, **18.9x** blended ROAS, **14,000+** leads, and **8,900+** orders. Last position: Australian immigration consultancy makes **$2.5M** revenue from **$112K** at **22.3x** ROAS. I have the entire funnel from creative and campaign setup to the GoHighLevel CRM that powers it. I use Claude and Claude Code on a daily basis for creative testing, performance analysis, and automated reporting.

EXPERIENCE

PERFORMANCE MARKETING SPECIALIST · THE MIGRATION JAN 2026 – JUL 2026 · REMOTE

AUSTRALIAN IMMIGRATION CONSULTANCY · HIGH-TICKET LEAD GENERATION

- Owned Meta Ads acquisition for 7 months: **$112K** in spend returned **$2.5M** in revenue, a **22.3x** ROAS.
- Generated **10,000+** leads at an average cost per lead of **$11.20,** down from **$18** at the start.
- Took monthly ROAS from **27.3x** to **46.7x** in one month by cutting spend **32%** while revenue grew **17%**.
- Launched 16 campaigns in a month and kept the 7 that qualified best. Late-stage qualification went from **48%** to **84%**, and sales conversion doubled from **4%** to **8%**.
- Built the GoHighLevel CRM from scratch: lead capture funnels, intake surveys, pipeline stages, AI-automated workflows and a live Meta Ads dashboard.
- Produced 58 static creatives in one month while directing editors and content creators. Wrote Claude Code reporting scripts that replaced manual weekly reports.

DIGITAL MARKETING ASSISTANT · AMPEROR TECH AUG 2024 – OCT 2025 · LAHORE

E-COMMERCE AND LEAD GENERATION AGENCY · MULTI-CLIENT PORTFOLIO

- Ran Meta Ads for 4 accounts across the UAE and Pakistan: **$52K** in spend, **$594K** in revenue, **11.4x** blended ROAS.
- Lead gen: **4,150+** leads at a **$10.60** blended CPL. Amperor's own UAE campaigns returned **25x** (**$14K** into **$350K**). Digital Tribe, a Dubai branding agency, returned **6.7x** (**$30K** into **$200K**) at **$9.50** per lead.
- E-commerce: **8,900+** orders in total. Built skincare brand Poppin Pores from zero to **PKR 9M** in sales on **PKR 1.35M** spend: **6.7x** ROAS, **PKR 225** per order and a **50%** net profit margin.

- Amperor Store (tech accessories): **2,900+** orders and **PKR 3.33M** in revenue from **PKR 0.9M** over 12 months, a **3.7x** ROAS.
- Kept results steady across every account with a weekly cycle of creative rotation, audience segmentation and A/B tests on copy, landing pages and formats.

MARKETING & DESIGN INTERN · OXOSOFTS

AUG 2023 – JAN 2024 · LAHORE

SOFTWARE HOUSE · MARKETING TEAM

- Tracked campaign performance in Meta Insights and GA4 and delivered weekly optimisation reports.
- Designed graphics and short-form video content in Photoshop, Canva, and CapCut, lifting post engagement by **15%**.

SKILLS

PAID MEDIA	Meta Ads (Facebook & Instagram) · Campaign architecture · Advantage+ · CBO / ABO · Custom & Lookalike Audiences · Retargeting · A/B testing · Meta Pixel & CAPI · Google Ads (Search, Display) · TikTok Ads
AI & AUTOMATION	Claude & Claude Code · Prompt engineering for marketing · AI hook and ad copy iteration · AI creative performance analysis · Automated reporting scripts · GoHighLevel workflows · Campaign data analysis
PERFORMANCE & ANALYTICS	ROAS · CPL · CPA · CPM · CTR · Attribution · Budget pacing · Google Analytics 4 · Google Tag Manager · Microsoft Clarity · UTM governance
LIFECYCLE & CRM	GoHighLevel (CRM, funnels, automations, dashboards) · Lead scoring · MQL / SQL handoff · Email sequences · Mailchimp
GROWTH & CRO	Full-funnel strategy · Lead generation · E-commerce growth · Conversion rate optimisation · Landing page design · Creative strategy & production
PLATFORMS	Shopify · Buffer · Canva · Calendly · Notion

CERTIFICATIONS

Meta Certified Media Buying Professional · Meta Blueprint

Google Analytics 4 Certification · Google

Google Ads Mastery · Umar Tazkeer

TikTok Ads Certificate · TikTok Academy

EDUCATION

Bachelor of Science in Computer Science

NCBA&E, LAHORE, PAKISTAN

COURSEWORK: ADVERTISING AND PR, CONSUMER BEHAVIOR