MUHAMMAD AJMAL



Digital Marketer | Meta Ads Specialist

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Location: Lahore, Pakistan

PROFESSIONAL SUMMARY

Passionate digital marketer with 2+ years of hands-on experience running Meta Ads for lead generation, sales and engagement. Proven record of generating high-volume leads and WhatsApp orders at very low cost, supported by Zapier automation and WordPress design skills. Currently expanding into SEO to deliver complete digital growth for clients.

KEY ACHIEVEMENTS

- **500+ leads** generated for a single client in one month through Meta Ads.
- **500 WhatsApp messages in a single day** at a cost of only **3.42 PKR per message**.
- **Managed 100,000 PKR ad spend** for a travel agency lead generation campaign, budgeting carefully and pacing spend for steady results.
- **Converted 10+ high-ticket customers**, most of them families, through direct client communication.

EXPERIENCE

Meta Ads Specialist | 2+ Years

Clients: Travel agency, restaurants, Quran academies, and a political party (election campaigns)

- Planned and ran lead generation, sales and engagement campaigns on Meta Ads.
- Set up WhatsApp-based sales campaigns so restaurant customers could order directly.
- Ran engagement campaigns for restaurant owners to grow reach and customer interaction.
- Managed election campaign advertising for a political party.
- Automated lead delivery with Zapier so every new lead reached the owner's email instantly.
- Built and designed websites with WordPress (Elementor, WooCommerce, Divi).
- Worked on-site at the agency and handled day-to-day client communication.

CORE STRENGTHS

- **Client communication:** manage clients face to face, understand their needs and close high-value deals.
- **Ledger and accounts management:** apply financial accounting skills from my BS E-Commerce degree to keep ledgers accurate.

SKILLS

Digital Marketing	Meta Ads (Facebook & Instagram), Lead Generation, Sales Campaigns, Engagement Campaigns, WhatsApp Sales Funnels
Automation	Zapier (automatic lead delivery to client email)
Web / CMS	WordPress, Elementor, WooCommerce, Divi
SEO	Currently learning
Creative	Video Editing, 2D Animation (Vyond)
Programming	C, C++, Basic HTML

EDUCATION

BS E-Commerce | 2025 – 2029 (in progress)

University of the Punjab, Lahore

CERTIFICATES

- **Facebook Ads Course** – INNOVISTA
- **Social Media Marketing Certificate** – Digital Hub
- Digital Marketing Course (currently enrolled)

LANGUAGES

Urdu, English, Punjabi, German (Basic)