RAMIZ REHAN KHAN

Performance Marketing Manager | Paid Media, B2B Demand & E-Commerce Growth

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Targeting: Remote (Worldwide) & Relocation | Open to relocation across Canada

PROFESSIONAL SUMMARY

Performance Marketing Manager with 5+ years of experience scaling paid acquisition, B2B pipeline, and e-commerce revenue across North American, UK, and international markets. Proven track record managing multi-channel ad spend across Meta, Google, and LinkedIn—delivering **7.1x return on ad spend (ROAS)** for flagship retail/e-commerce, generating **1,500+ qualified leads** in 5 months for premium real estate, and accelerating content operational turnaround by **20%**. Highly proficient in full-funnel attribution (GA4, GTM, Looker Studio), Conversion Rate Optimization (CRO), marketing automation bots, and AI-accelerated web deployment.

CORE COMPETENCIES & TECHNICAL SKILLS

- **Paid Acquisition & Media Buying:** Meta Ads (Facebook & Instagram), Google Ads (Search, Display, Performance Max), LinkedIn Ads, Audience Segmentation, Campaign Scaling, A/B Testing, ROAS Optimization, CAC Reduction
- **Conversion & E-Commerce:** Conversion Rate Optimization (CRO), Landing Page Architecture, Lead Generation (B2B & B2C), Shopify, Funnel Optimization, AOV Enhancement, Email Marketing Automation
- **Tracking & Data Analytics:** Google Analytics 4 (GA4), Google Tag Manager (GTM), Looker Studio, Microsoft Clarity, Multi-Touch Attribution Modeling, KPI Dashboards, Google Search Console
- **Growth Stack & Automation:** Technical & On-Page SEO, Keyword Research, Link Building, Custom AI Marketing Automation Bots (ChatGPT, Claude), HubSpot (Marketing & Sales Hub), WordPress, Figma

PROFESSIONAL EXPERIENCE

Digital Marketing Executive | **Folio3.AI** **May 2026 – Present**

Karachi, Pakistan (Global HQ)

- **Paid B2B Acquisition:** Lead multi-channel B2B paid demand generation across LinkedIn Ads, Google Search, and Meta Ads targeting North American and global enterprise technology decision-makers.
- **AI Marketing Ops:** Build and deploy custom marketing automation bots and workflows for campaign briefing, reporting, and operational task automation, cutting administrative turnaround.
- **Rapid Web Deployment:** Rapidly build and publish SEO-optimized inner pages and high-converting landing pages utilizing modern CMS stacks and AI coding workflows (Claude, ChatGPT, Gemini), eliminating engineering backlogs.
- **Tracking Architecture:** Architect end-to-end multi-touch tracking using Google Tag Manager and GA4 to map enterprise buyer journeys from initial touch to sales-qualified opportunity.
- **Lifecycle Nurturing:** Author and deploy targeted nurture email sequences in HubSpot, maintaining active engagement with high-intent enterprise accounts across long sales cycles.

Assistant Manager – Digital Marketing | **Interwood Mobel** **Jul 2025 – May 2026**

Karachi, Pakistan

- **Omnichannel Strategy:** Commanded omnichannel paid media strategy and budget allocation across Meta Ads, Google Ads, and LinkedIn for Pakistan's flagship furniture and retail brand.
- **7.1x ROAS Performance:** Delivered 7.1x ROAS on Meta Ads across 135 campaigns (Jul 2025 – Apr 2026), driving 942 website purchases and PKR 99.3M in purchase value from PKR 14M ad spend.
- **E-Commerce Storefront:** Managed end-to-end online store operations (Shopify), product catalog merchandising, promotional mechanics, and checkout-funnel friction reduction to drive online revenue.
- **A/B Testing & CAC:** Ran structured A/B testing on ad creatives, messaging angles, and audience segments, directly lowering customer acquisition costs (CAC) while scaling conversion volume.
- **Automated Reporting:** Established a weekly analytics reporting rhythm uniting Google Analytics and Meta Business Suite to provide clear sales attribution vs. vanity metrics to executive leadership.

Performance Marketing Consultant | **Brand Aesthetics (Client Engagements)** **Oct 2024 – Jun 2025**

Remote / Commercial Real Estate

- **Real Estate Acquisition:** Managed end-to-end Meta paid acquisition campaigns for high-ticket commercial and residential real estate developments, including **Rafts Properties Lahore** and **Latif Bagh Housing**.
- **1,500+ Qualified Leads:** Generated **1,500+ qualified B2C buyer/investor leads in 5 months** through data-driven creative testing and dedicated lead forms.
- **Audience Segmentation:** Structured targeted audience segmentation for domestic high-net-worth buyers and overseas diaspora investors, maintaining strict Cost-Per-Lead (CPL) benchmarks.

Digital Marketing Lead | **GSS Tech Solutions** **Nov 2024 – Jun 2025**
Karachi, Pakistan

- **Agency Growth Leadership:** Directed a 6-person multidisciplinary team of SEO specialists, content writers, and graphic designers executing digital growth across UK and international brands.
- **UK Regulated Security:** Planned and launched targeted B2B digital acquisition across Google, LinkedIn, and Meta for **GSS Securities** (SIA-accredited London security operator), improving enquiry quality while optimizing ad spend.
- **UK Energy Tech:** Marketed comparison-and-switch acquisition funnels for **SwitchUrEnergy** (UK business energy platform), reducing landing and quote-flow friction.
- **Healthcare & Aesthetics:** Directed brand positioning, local campaigns, and paid acquisition for sister properties including **Elmar Home Care** and **Aesthetics by Elmar**.

Social Media Strategist | **Cooperative Computing** **Aug 2023 – Oct 2024**
Karachi, Pakistan

- **US B2B Marketing Strategy:** Formulated and executed data-backed growth strategies, content calendars, and audience targeting for US enterprise clients.
- **Utility Engineering:** Built buyer ICPs and SEO-focused service pages for **ARUSI** (utility, substation, and telecom engineering practice in Arizona & US Southwest).
- **Public Safety & Resilience:** Ran enterprise LinkedIn lead-generation and awareness campaigns for **EarlyAlert** (US all-hazard crisis intelligence provider).
- **Critical Infrastructure:** Led social media activation and targeted B2B demand for **Maverick Power** (US data center power distribution manufacturer).

Brand Activation & Communications Specialist | **rad. (Rad Pvt Ltd)** **Oct 2022 – Aug 2023**
Karachi, Pakistan

- **D2C Tech Activation:** Drove end-to-end brand activation, launch windows, product shoots, and ambassador content for **Zero Lifestyle** (Pakistan's fastest-growing wearable tech brand).
- **Canadian E-Commerce Stores:** Managed digital demand and on-page SEO across 200+ SKUs for Canadian e-commerce stores **POP Vapor Canada** (popvapor.ca) and **I Vape Great (IVG) Canada** (ivapegreat.ca).
- **US D2C Apparel:** Ran digital acquisition and collection storytelling for **Liggity Brands US** (liggitybrands.us), pairing product creative with AOV promotional thresholds.
- **Reputation Management:** Directed brand health and sentiment analysis across Google Business Profile, Trustpilot, and Meta.

EARLIER PROFESSIONAL EXPERIENCE

Senior Brand Writer | **Legendesk (Pvt.) Ltd.** **Oct 2021 – Oct 2022**

- Managed digital presence and brand positioning for international accounts; spearheaded creative approval workflow improvements, **cutting turnaround time by 20%**.

Senior Executive – Content Writer | **ABTACH LTD** **Dec 2020 – Oct 2021**

- Produced SEO-optimized website copy, meta architecture, and ad scripts for technology and e-commerce clients to drive organic discovery and inbound lead generation.

EDUCATION

Karachi University Karachi, Pakistan
Master of Arts (M.A.) in English Literature Jan 2019 – Dec 2019
Bachelor of Arts (B.A.) in English Literature Jan 2016 – Dec 2018

CERTIFICATIONS

- **Google Ads:** Search Certification | **Analytics:** Google Analytics 4 (GA4) Certification
- **HubSpot:** Marketing Software Certified | HubSpot Sales Software Certified
- **LinkedIn:** Marketing Solutions Fundamentals | **Meta:** Media Buying Professional (In Progress)

LANGUAGES

English (Fluent) • **Urdu** (Native) • **French** (Basic) • **German** (Basic)