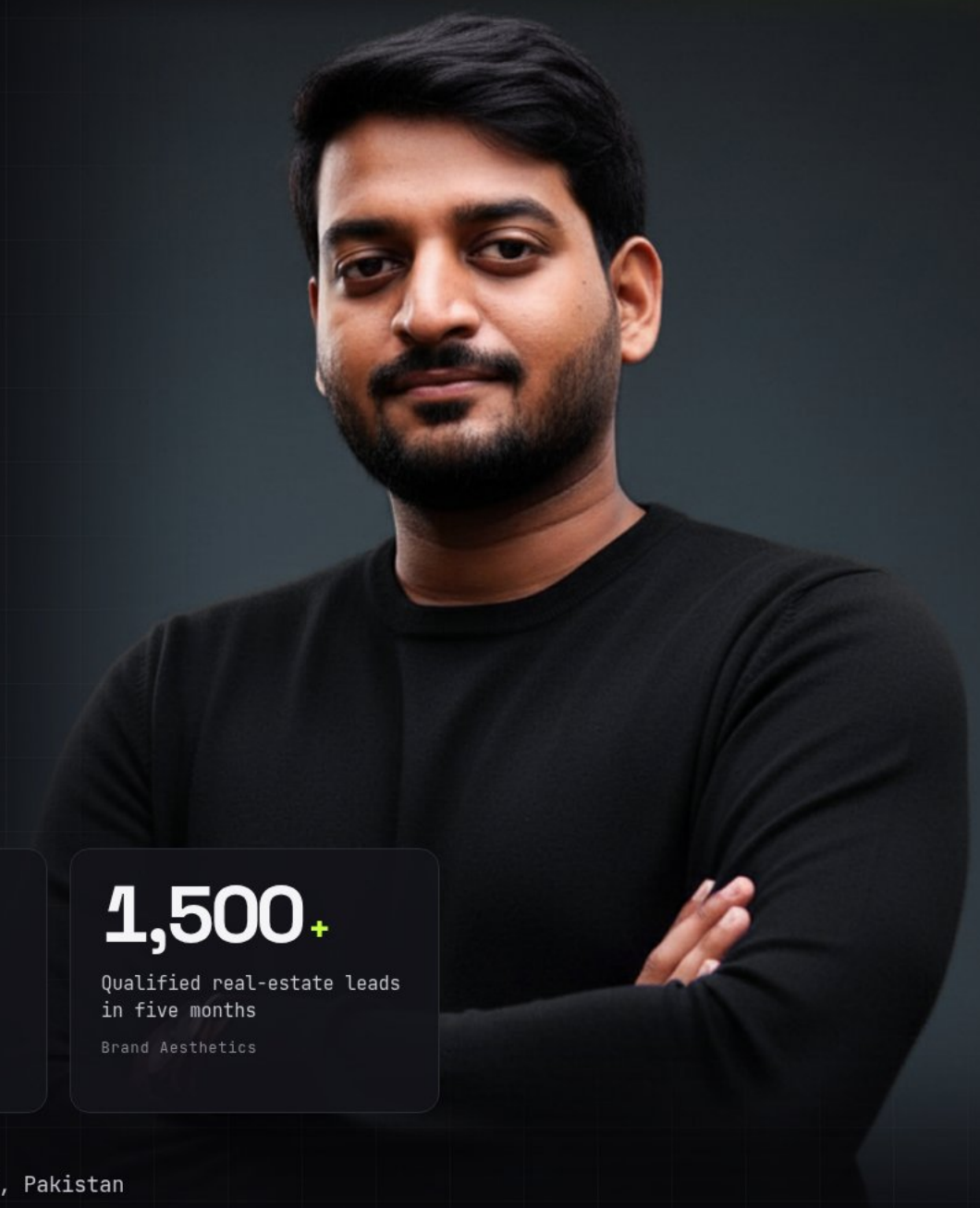
RRK · MARKETING PORTFOLIO 2026

> PERFORMANCE_MARKETER.RUN · META · GOOGLE · LINKEDIN

Ramiz Rehan Khan



// I build paid media that pays back: **Meta, Google and LinkedIn** campaigns for e-commerce and B2B brands, measured on revenue rather than reach.

7.10×
Average purchase ROAS across all 135 Meta campaigns
Interwood · Meta · 2025-26

13.10×
ROAS on the top Google Search campaign (1 of 74)
Interwood · Google Search

Rs 99.3M
Website purchase value attributed to Meta Ads
Interwood · Meta · 2025-26

1,500+
Qualified real-estate leads in five months
Brand Aesthetics

EMAIL ramizrehanwork@gmail.com LINKEDIN linkedin.com/in/ramiz-rehan1 BASED Karachi, Pakistan

INTERWOOD

Pakistan's furniture sale calendar, run as one Meta revenue engine.

ROLE Asst. Manager, Digital Marketing
PERIOD 1 Jul 2025 – 30 Apr 2026
SCOPE 135 Meta campaigns · Shopify store

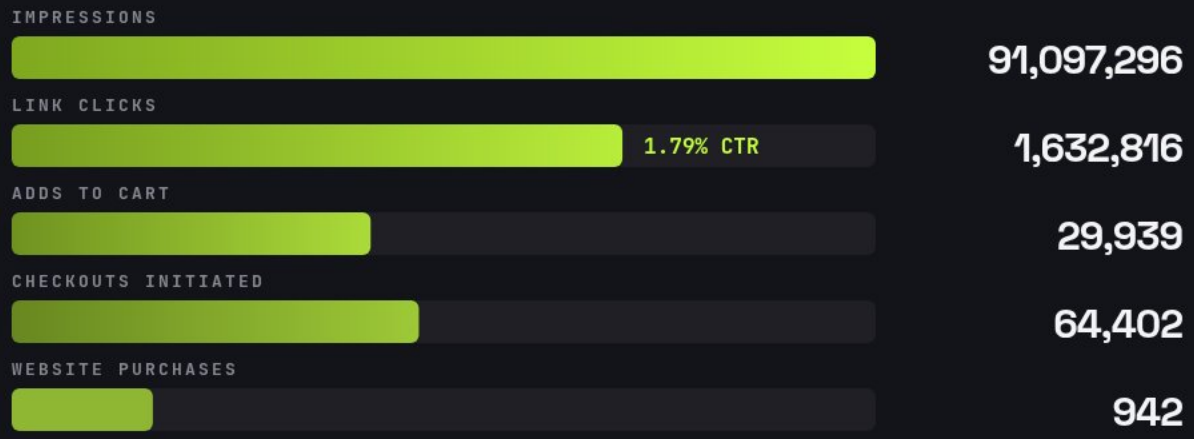
7.10×

Average purchase ROAS on Meta Ads, across all 135 campaigns in the period

Rs99.3M Website purchase value	**Rs13.98M** Amount spent
942 Website purchases	**19.6M** Accounts reached · 4.64 frequency

PURCHASE FUNNEL · META-REPORTED

From 91M impressions to 942 purchases



Log scale, as reported in Ads Manager. Checkouts initiated exceed adds to cart, so stages are shown as reported.

CHALLENGE

Sell **high-ticket furniture online, nationwide**, through back-to-back retail sale moments without letting acquisition costs creep up.

APPROACH

A dedicated Meta campaign for every moment, from **Part Sale and 14th August** to 11.11, Winter and Ramadan, with creative and audience testing, checkout fixes on Shopify and a weekly reporting rhythm.

RESULTS

Rs99.3M in website purchase value from **Rs13.98M** spend: **942 purchases at a 7.10× average ROAS**, with peak campaigns above 40×.

INTERWOOD

Every sale moment had its own campaign, and its own return.

Top 8 of 135 campaigns, by purchases — Purchase value — Amount spent

CAMPAIGN	PURCHASE VALUE vs SPEND (Rs)	PURCHASES	ROAS
Part Sale · July 2025	Rs17.6M / Rs1.55M	243	11.42×
Ramadan · 11.11 · Winter Sale 2[illegible]	Rs24.9M / Rs2.40M	177	10.41×
Offer of the Week	Rs8.9M / Rs0.59M	60	15.05×
11.11 Mega Winter · Nov 2025	Rs5.0M / Rs0.83M	59	6.02×
14th August 2025 Sale	Rs6.8M / Rs0.14M	44	49.25×
11.11 & Mega Winter · Nov '25	Rs2.8M / Rs0.17M	42	16.21×
Nationwide Conversions	Rs10.3M / Rs0.25M	42	40.75×
Cushion Cover Collection	Rs0.7M / Rs0.20M	39	3.33×



Ads Manager export, cropped for legibility; no values edited. Totals row covers all 135 campaigns.

1.63M Link clicks	1.79% Link CTR	91.1M Impressions
Rs6.46 CPC (all)	Rs153.46 CPM	4.64 Frequency

WORK SAMPLES

Campaign creative, live on interwood.pk during the campaign · desktop & mobile





Part Sale · July 2025

243 Purchases — 11.42× ROAS

Rs17.6M Purchase value — Rs1.55M Spent





14th August 2025 Sale

44 Purchases — 49.25× ROAS

Rs6.8M Purchase value — Rs0.14M Spent

SOURCE: META ADS MANAGER, 1 JUL 2025 – 30 APR 2026 · CREATIVES VIA INTERWOOD.PK (WAYBACK MACHINE)

INTERWOOD

The same sale calendar, captured on Google Search.

ROLE	Asst. Manager, Digital Marketing
PERIOD	1 Jul 2025 – 30 Apr 2026
SCOPE	Top Search campaign · 1 of 74 in the account

13.10×

ROAS on the top Google Search campaign
(1 of 74). A single campaign, not an account total.

campaign CC - Interwood - SEM - Multiple keywords

712.61 Purchase conversions	Rs2.53M Amount spent (PKR 2,530,166.77)
180,929 Clicks	21.25% Click-through rate

META + GOOGLE SEARCH · SAME PERIOD, REPORTED SEPARATELY

Two channels, two different scopes. Never added together.

META ADS

Account average
all 135 campaigns

7.10×

average purchase ROAS

Website purchases	942
Purchase value	Rs99.28M
Amount spent	Rs13.98M

GOOGLE SEARCH

Top Search campaign
1 of 74 campaigns

13.10×

campaign ROAS

Purchase conversions	712.61
Clicks · CTR	180,929 · 21.25%
Amount spent	Rs2.53M

// read me Meta = average of all 135 campaigns. Google = one campaign, with its own attribution (fractional conversions, hence 712.61). Not summed, not like for like.

CHALLENGE

Reach shoppers **already searching for furniture** during the sale calendar, and turn those high-intent clicks into Shopify orders.

APPROACH

A Search campaign built on **multiple keyword themes**, run alongside the Meta sale campaigns and measured on purchases, not clicks.

RESULTS

Top Search campaign: **13.10× ROAS, 712.61 purchase conversions** and a **21.25% CTR** on **Rs2.53M** spend.

SOURCE: GOOGLE ADS CAMPAIGN REPORT, 1 JUL 2025 – 30 APR 2026 · SINGLE CAMPAIGN

CASE STUDY 02 · BRAND AESTHETICS · REAL ESTATE, PAKISTAN

Rafts Properties | Latif Bagh

Two property projects, one Meta engine for qualified leads.

ROLE Performance Marketing Consultant
PERIOD Oct 2024 – Jun 2025
SCOPE Meta lead campaigns · 2 projects

1,500+

Qualified buyer and investor leads in five months, from Meta campaigns

5
Months to reach 1,500+ leads

2
Projects: commercial (Lahore) & residential

Lead forms
Dedicated Meta lead forms + creative tests

CPL
Optimised against cost-per-lead benchmarks

PROGRAMME STRUCTURE

Audiences split by project, market and intent

Rafts Properties
Commercial offices & retail · Lahore

- Investors
- Retailers
- Occupiers

Latif Bagh Housing
Residential plots · Mian Channu, Punjab

- Local buyers
- Overseas Pakistanis
- Overseas-block offer

1,500+
Qualified leads in five months, across both projects

Meta lead forms → sales teams, aligned on funnel stage & follow-up

Built from the engagement scope. No campaign creatives from the period are publicly archived (Meta Ad Library and Wayback Machine checked); logos from the clients' social profiles.

● CHALLENGE

Generate **qualified enquiries** for a commercial project in Lahore and a residential scheme in Punjab, with buyers spread across Pakistan and overseas.

● APPROACH

Meta acquisition with **dedicated lead forms and creative testing**; audiences split into domestic and overseas investors and by intent, then optimised against CPL benchmarks.

● RESULTS

1,500+ qualified buyer and investor leads in five months across both projects, with sales teams aligned on funnel stage and follow-up.

SOURCE: CV (BRAND AESTHETICS, OCT 2024 – JUN 2025) AND OLD DECK

Enterprise B2B demand generation, with AI doing the busywork.

ROLE Digital Marketing Executive
PERIOD May 2026 – present
SCOPE LinkedIn · Google · Meta · HubSpot

Enterprise pipeline, AI-assisted.

B2B demand generation for enterprise technology decision-makers in North America and beyond

3
Paid channels: LinkedIn Ads, Google Search, Meta

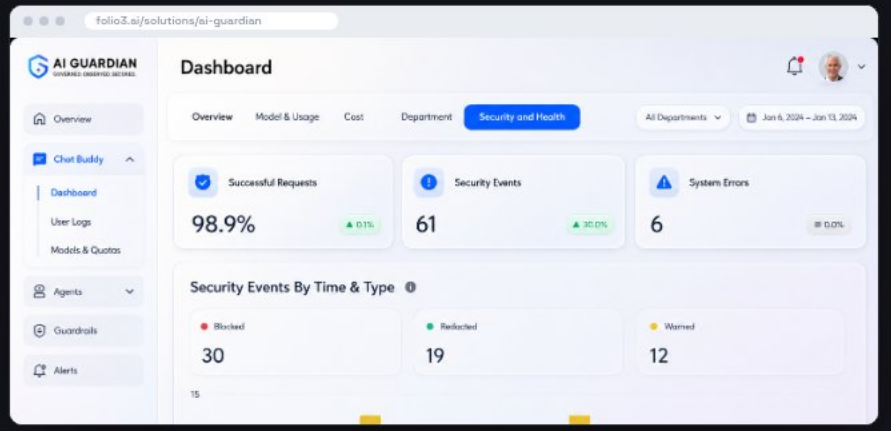
NA + Intl
Target markets

GA4 + GTM
Buyer journeys tracked to sales-qualified opportunity

HubSpot
Email nurture for enterprise accounts

PRODUCT WORK

AI Guardian: Folio3's enterprise AI-governance product



- SEO solution pages
- Campaign landing pages
- AI coding workflows

Product imagery from folio3.ai (AI Guardian solution pages). Current employer: internal performance metrics are not published.

CHALLENGE

Reach **enterprise technology decision-makers** in North America and international markets, where buying cycles are long and involve many stakeholders.

APPROACH

LinkedIn, Google Search and Meta campaigns; SEO and landing pages shipped with CMS and AI coding workflows, including for AI Guardian; HubSpot nurture sequences.

RESULTS

Buyer journeys tracked **from first engagement to sales-qualified opportunity**, plus marketing bots that take briefing and reporting off the team.

SOURCE: CV (FOLIO3.AI, MAY 2026 – PRESENT); AI GUARDIAN WORK CONFIRMED BY RAMIZ

Leading a six-person team for UK B2B brands.

ROLE Digital Marketing Lead
PERIOD Nov 2024 – Jun 2025
SCOPE Google · LinkedIn · Meta · SEO

6

Specialists led: SEO, content writing and graphic design

UK
London software house and sister brands

SEO
On-page SEO, content and design under one lead

2
UK B2B brands: GSS Securities, SwitchUrEnergy

3
Ad platforms: Google, LinkedIn, Meta

UK B2B ACCOUNTS

GSS Securities and SwitchUrEnergy





GSS Security Services

Left: "Switch" case-study mockup from gsstechsolutions.co.uk (likely SwitchUrEnergy). Right: GSS Securities service imagery, on its site during the engagement.

CHALLENGE

Run demand for a **London software house** and its sister brands with one small team.

APPROACH

Led SEO, content and design specialists; launched **B2B acquisition on Google, LinkedIn and Meta** for GSS Securities and SwitchUrEnergy, on one campaign calendar.

RESULTS

One team shipping SEO, content and campaigns for the **GSS group**, with B2B campaigns live for two UK brands in regulated categories (security, energy).

SOURCE: CV (GSS TECH SOLUTIONS, NOV 2024 – JUN 2025)

B2B demand for US resilience, power and engineering brands.

ROLE Social Media Strategist
PERIOD Aug 2023 – Oct 2024
SCOPE LinkedIn · Social · ICPs · Analytics

3

US B2B client brands: EarlyAlert, Maverick Power and ARUSI

US + UAE
IT consulting clients served

LinkedIn
Lead-gen & awareness for EarlyAlert

ICPs
Built per buyer group: operators, EPCs, utilities

Meta + GA
KPI reporting fed back into the plan

CLIENT BRANDS

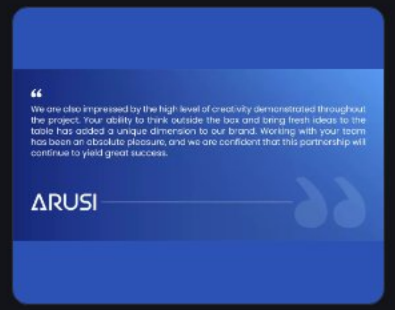
Crisis intelligence, power distribution, utility engineering



EarlyAlert
CC success story · cooperativecomputing.com



MAVERICK POWER
Brand imagery · maverickpwr.com, 2024



ARUSI
Client testimonial · cooperativecomputing.com

EarlyAlert story and ARUSI testimonial as published on Cooperative Computing's site (agency-level, not attributed to one person).

CHALLENGE

Make **technical B2B offers** land with operators, utilities and infrastructure buyers on long procurement cycles.

APPROACH

Built **ICPs per buyer group**, ran LinkedIn lead-gen and awareness for EarlyAlert, and planned social strategy and calendars for Maverick Power and ARUSI.

RESULTS

Demand aimed at **operators, utilities and EPCs** instead of vanity reach, with content sales teams could use in procurement cycles.

SOURCE: CV AND OLD DECK; CLIENT WORK VIA COOPERATIVE COMPUTING, CONFIRMED BY RAMIZ

Search and demand for three North American storefronts.

ROLE Brand Activation & Comms (rad.)
PERIOD Oct 2022 – Aug 2023
SCOPE Store · SEO · Paid social & search

200+

Product SKUs covered by on-page SEO across POP Vapor and I Vape Great Canada

3
E-commerce storefronts

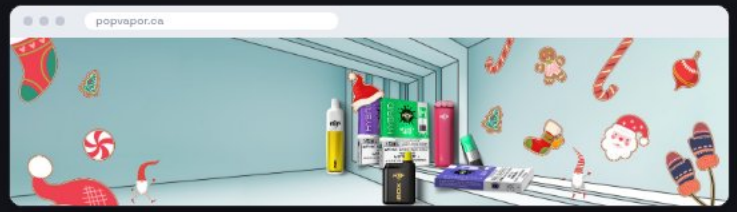
CA · US
Markets

Blogs
Content and on-page SEO for organic visibility

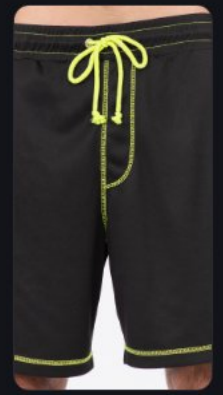
AOV
Promotions built around order value (Liggity)

THE STOREFRONTS

Brand assets archived from the engagement period







Store management · Blogs + on-page SEO · Flavour-led creative · Paid social & search (Liggity) · AOV promotions

POP Vapor holiday banner image (uploaded Dec 2022); IVG product tile and Liggity photo live on their homepages (Wayback snapshots, Dec 2022 and Mar 2023). Brand assets; creative production not claimed.

CHALLENGE

Grow organic and social demand for **two Canadian vape storefronts** in a tightly regulated category, plus a lean US apparel brand.

APPROACH

On-page SEO and blogs across 200+ SKUs; flavour-led content for pods, disposables and bundles; paid social and search with creative testing for Liggity.

RESULTS

Store and content worked together for **organic visibility**, and Liggity promotions supported **average order value** instead of only discounting.

SOURCE: RAMIZ (RAD., OCT 2022 – AUG 2023), CV SCOPE AND OLD DECK · IMAGES VIA WAYBACK MACHINE

Launch season for a wearable-tech brand, from shoot to feed.

ROLE Brand Activation & Comms (rad.)
PERIOD Oct 2022 – Aug 2023
SCOPE Activation · Influencers · PR

Launches that felt like events.

Agency-side activation, influencer outreach and digital PR for a D2C wearables brand

3
Reputation channels: Google Business Profile, Trustpilot, Meta

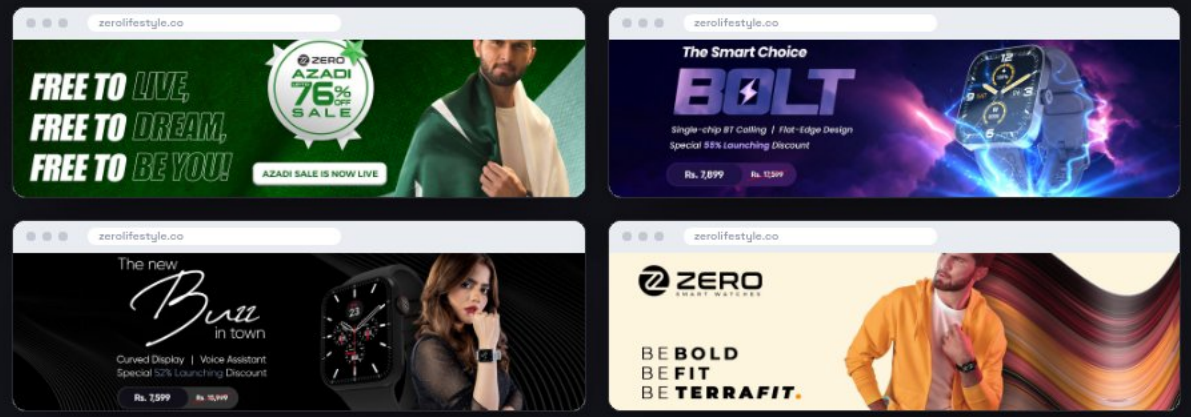
#ZStars
Ambassador content calendar

Shoots
Product shoots turned into social & paid creative

PR
Digital PR and influencer outreach

ON SITE DURING THE ENGAGEMENT

Launch and sale banners, May – Aug 2023



Homepage banners live on zerolifestyle.co during the engagement (Wayback Machine snapshots). Agency-side role at rad.; creative production not claimed.

CHALLENGE

Keep a fast-moving wearables brand visible through **back-to-back product drops** and sale moments.

APPROACH

Activation campaigns, influencer outreach and digital PR around launches; product shoots turned into social creative; reputation managed on Google, Trustpilot and Meta.

RESULTS

Launch windows that read as **events, not just product posts**, and a consistent brand from shoot to feed to product page.

SOURCE: CV (RAD., OCT 2022 – AUG 2023) AND OLD DECK · BANNERS VIA WAYBACK MACHINE

What I run, and what it has delivered.

PAID MEDIA 01

Meta Ads | Google Ads · Search, Display, PMax | LinkedIn Ads | Media buying | Audience segmentation | A/B testing

DEMAND GEN & E-COMMERCE 02

B2B & B2C lead gen | Lead forms | Email nurture | Shopify | CRO & landing pages | ROAS · CAC · CPL

ANALYTICS & TRACKING 03

GA4 | Google Tag Manager | Looker Studio | Microsoft Clarity | Search Console | Attribution

MARTECH & AI 04

HubSpot | WordPress | Technical SEO | Figma | AI automation bots | ChatGPT · Claude · Gemini

CERTIFICATIONS

Google Ads Search · Google Analytics 4 · HubSpot Marketing & Sales · LinkedIn Marketing Solutions · Meta Media Buying

7.10×

Average Meta purchase ROAS, Rs99.3M purchase value

INTERWOOD

1,500+

Qualified buyer & investor leads in five months

BRAND AESTHETICS · RAFTS, LATIF BAGH

20%

Faster creative approval turnaround

LEGENDESK

SELECTED WINS, BY CLIENT

folio3 AI — **B2B demand generation** for enterprise AI on LinkedIn, Google & Meta, plus AI bots for briefs and reporting.

GSS Security Services · SU — **Led a six-person team** of SEO, content and design specialists; B2B acquisition for UK brands.

MG — **On-page SEO & demand** across 200+ product SKUs for two Canadian storefronts.

LIGGITY — **Paid social & search** with creative testing and AOV-led promotions for a US apparel brand.

EarlyAlert · MP Maverick Power · ARUSI — **ICP-led LinkedIn & B2B strategy** for US resilience, power and utility-engineering brands.

ZERO — **Brand activation**, influencer outreach and digital PR, including the #ZStars ambassador programme.

FIGURES: META ADS MANAGER (INTERWOOD) AND CV; OTHER WINS ARE QUALITATIVE

LET'S TALK

Let's build the next one.

Paid media, B2B demand generation and e-commerce growth, **measured on revenue rather than reach.**

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Ramiz Rehan Khan

Performance Marketing · Paid Media · Demand Generation