

Muhammad Umair

PORTFOLIO

SINCE 2019

Performance
Marketing
Specialist



Strategic
Growth Partner



Muhammad Umair
Digital Marketing Specialist

HELLO!

I'm **Muhammad Umair**, a **Performance Marketing Specialist** driving **scalable Growth** through **Google Ads** and **Meta Ads**.

Since **2019**, I have been at the forefront of the **Digital Advertising** landscape, helping businesses navigate the complexities of online growth. With over **500 successful tasks completed**, I have transitioned from a specialist to a strategic partner for well known global brands.

SKILL

- GA4 & Data Attribution
- GTM Tracking
- Competitor Intelligence
- Revenue-Driven Frameworks
- Social Media Marketing

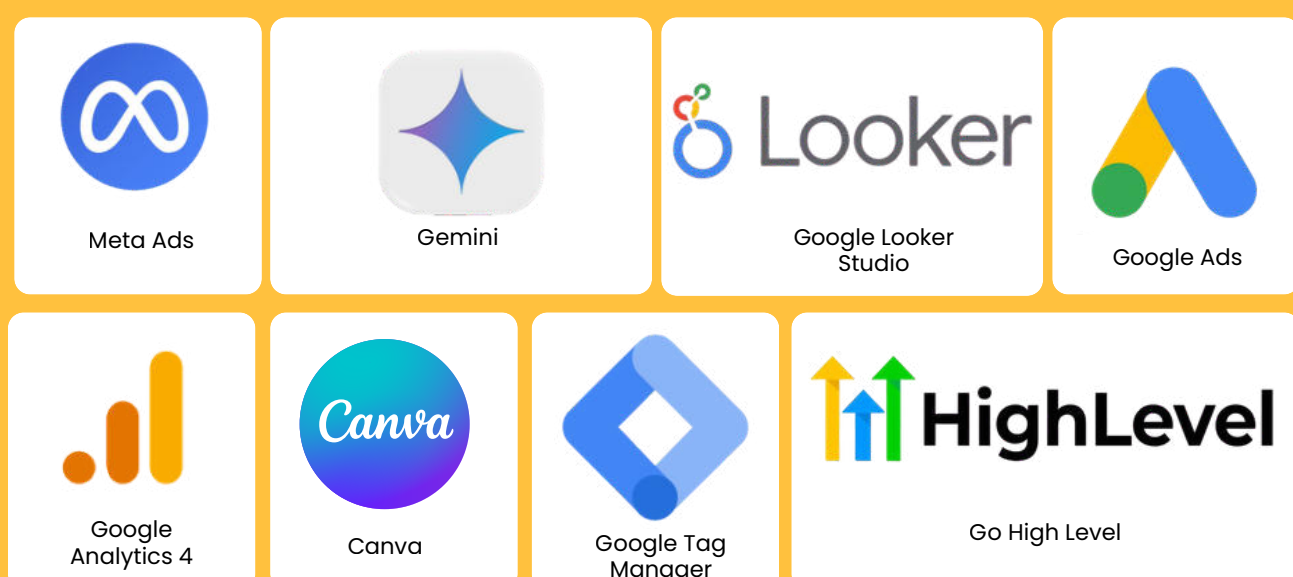
EDUCATION & CERTIFICATION

- Bachelor of Science in Mass Communication**
Bahauddin Zakariya University Multan

Certified in

- Google Ads Measurement
- Google Ads Search
- Google Ads Display
- Google Ads Apps
- Shopping Ads
- Google Ads Video
- Google Analytics Individual
- Creative Certification Exam

SOFTWARES



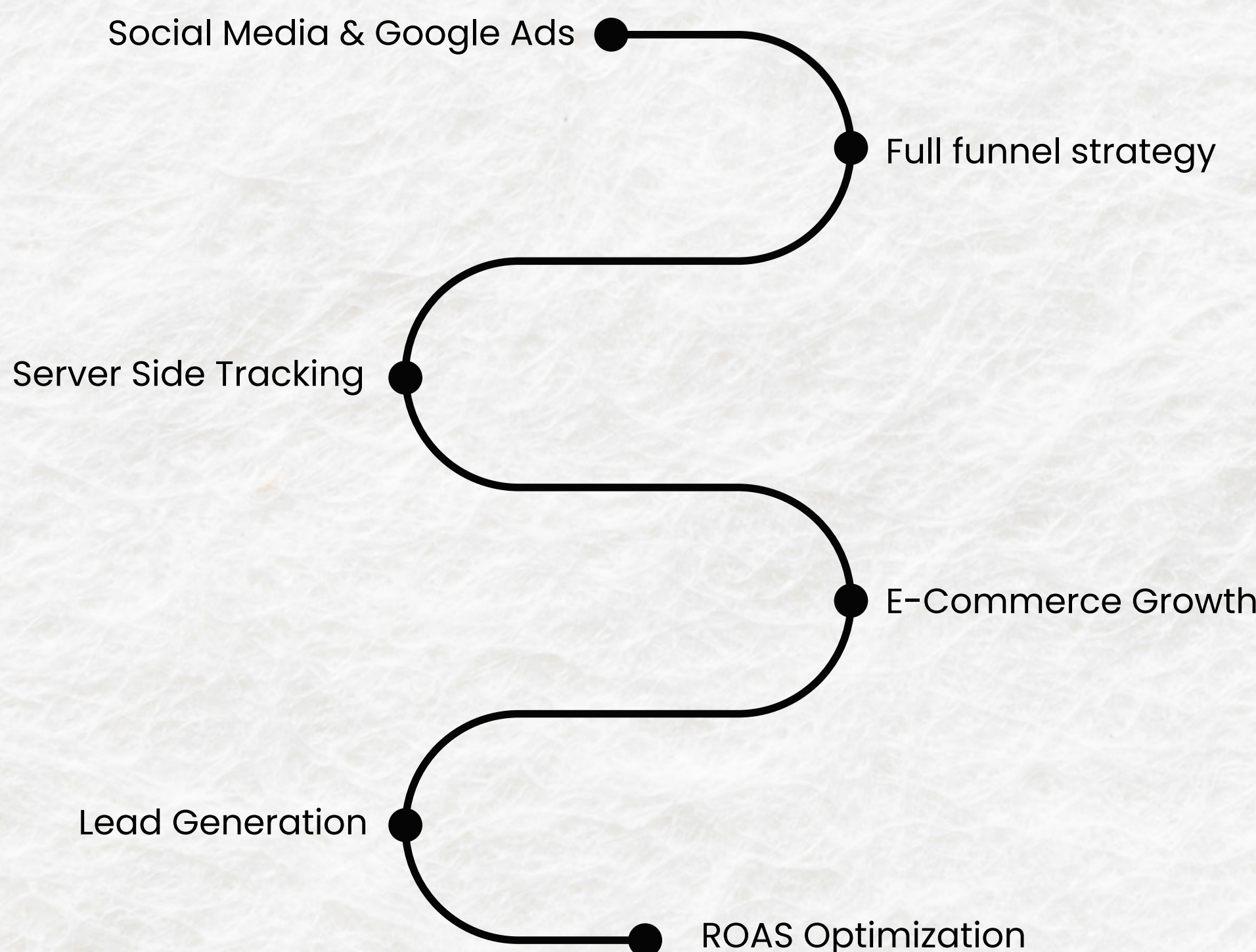
WORK EXPERIENCE

Performance Marketing Specialist

- H&M**
April 2024 - Feb 2025
- Wisetrips**
August 2023 - September 2025
- Sukkahco**
July 2023 - January 2024
- Galaxysmmpro**
September 2023 - June 2024
- Imported Mart**
April 2021 - Present
- Hyperbaric Pro**
December 2022 - Present
- TikeJewels**
March 2021 - April 2021
- Haircosmetics**
July 2024 - August 2024
- Prohairties**
August 2023 - Present
- Smart living and technology**
September 2021 - Present
- Faucets House**
September 2025 - Present

**SCROLL
DOWN**

CORE EXPERTISE



LET'S CONNECT!

- Website:** <https://umairconsult.com>
- WhatsApp:** [+92 303 7459 115](https://wa.me/923037459115)
- Gmail:** umairppcmaster@gmail.com
- Location:** Multan, Pakistan
- Behance:** [umairconsult](https://www.behance.net/umairconsult)

Case Study

Scaling ROAS by 324% for a Global Fashion Retail Brand

Client: H&M
Industry: Fashion & Apparel
Role: Performance Marketing Specialist

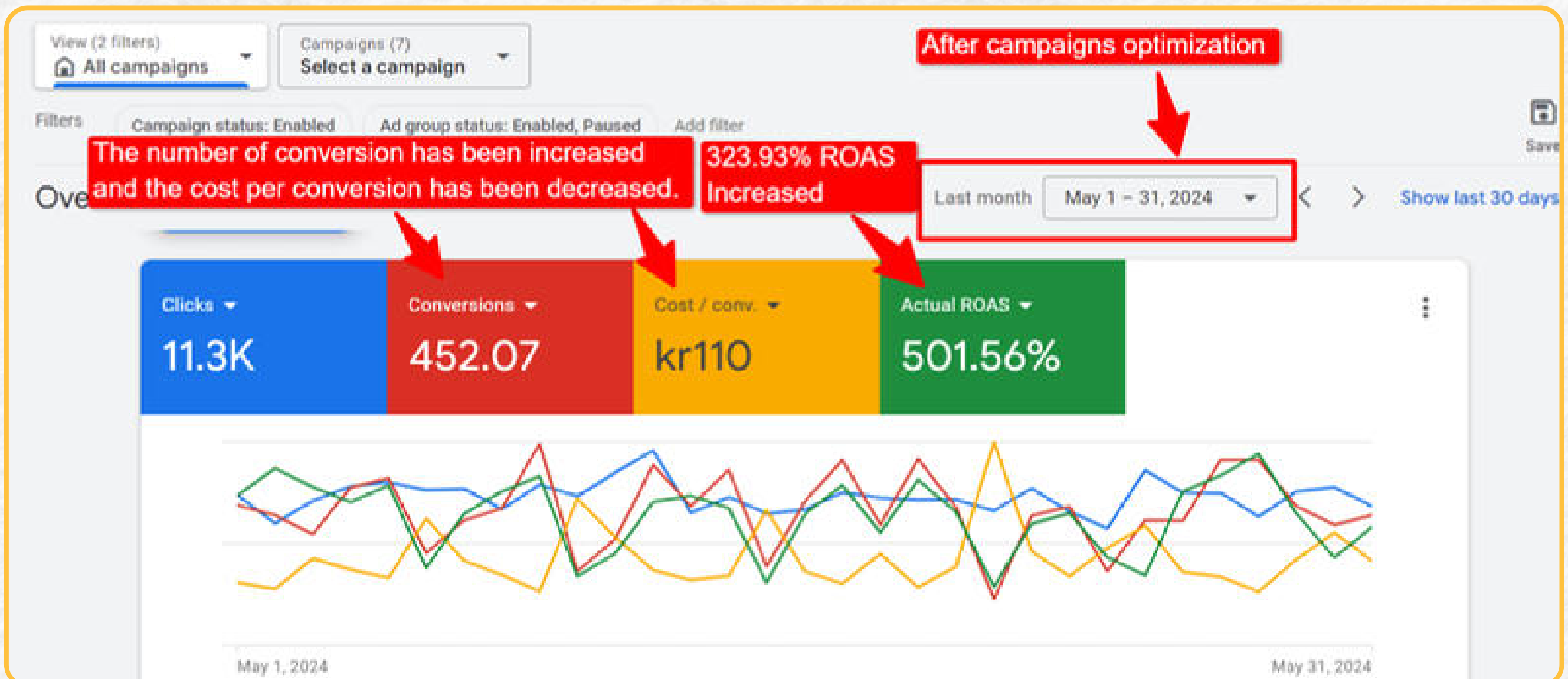
01



OVERVIEW

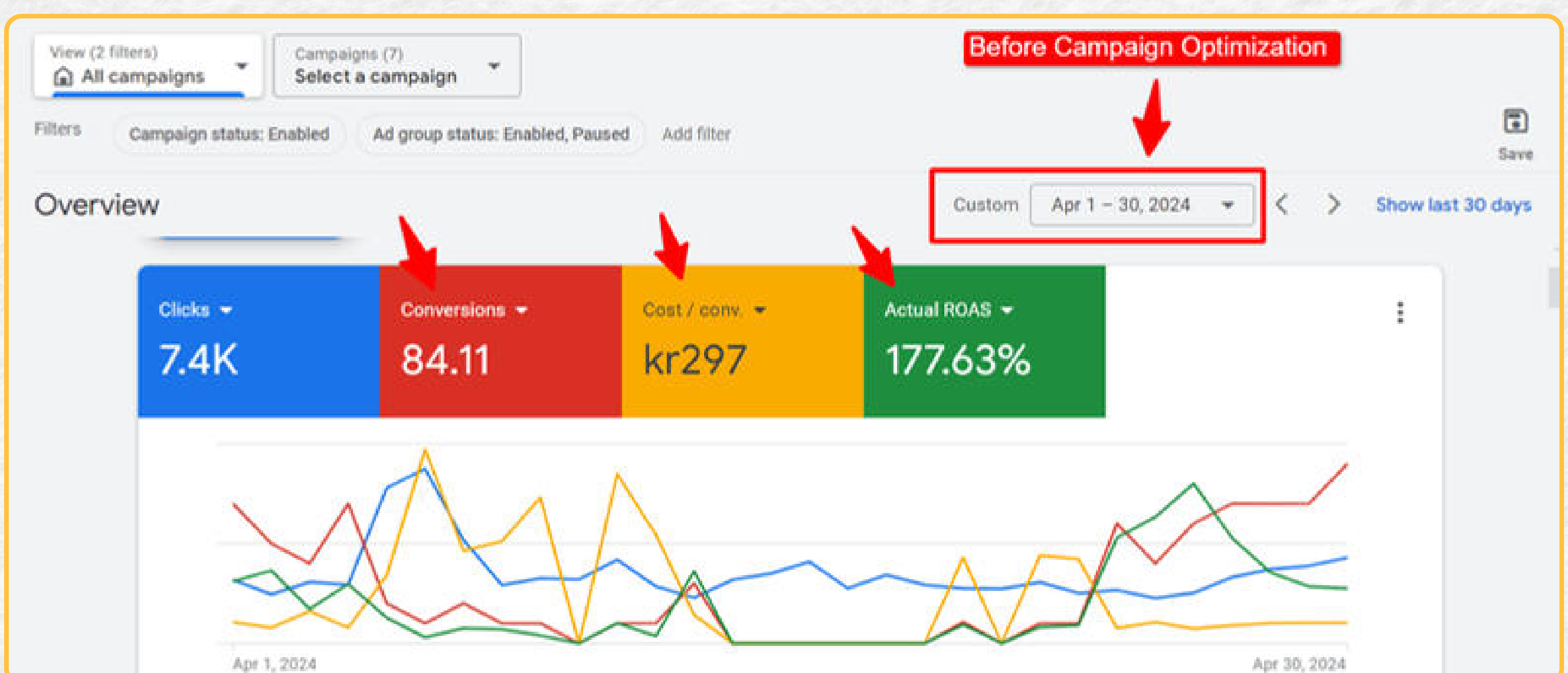
The H&M account was delivering consistent traffic but lacked efficiency at scale. While click volume was healthy, ROAS was limiting profitability and growth.

The objective was to shift the account from traffic focused performance to revenue driven optimization, improving return on ad spend while significantly increasing conversion volume and lowering cost per conversion. The long term goal was to create a structure that could scale profitably without sacrificing efficiency.



STRATEGY & SOLUTION

- Transitioned campaigns from volume based bidding to ROAS focused bidding to prioritize high value purchases
- Identified and scaled high performing audience segments with stronger purchase intent
- Reduced spend on low intent search terms that were inflating overall acquisition costs
- Ensured clean and accurate revenue tracking to support smarter automated optimization



OUTCOMES

- **Conversions:** Increased from 84 to 452 (+437% growth)
- **Cost Per Conversion:** Reduced from kr297 to kr110 (63% decrease)
- **ROAS:** Improved from 177.6% to 501.5% (+324% increase)
- **Profitability:** Account shifted from break even to a highly scalable, profit driven structure

Case Study

High Efficiency Lead Generation with 33% Conversion Rate

Client: Wisetrips
Industry: Travel & Tourism
Role: Performance Marketing Specialist

02

OVERVIEW

Wisetrrips wanted consistent, high quality travel leads without wasting budget on users who were just browsing. The main goal was to capture people who were ready to inquire or book, while keeping the cost per lead under control. The focus was not just on volume, but on building a lean and efficient lead engine that could scale without hurting profitability.



STRATEGY & SOLUTION

- Campaigns were split by user intent, separating call focused leads from awareness driven traffic
- Priority was given to high intent search terms instead of broad travel keywords
- Mobile users were targeted more aggressively, based on real booking behavior
- Budgets were shifted only toward campaigns that showed strong lead quality at low cost



OUTCOMES

- **Leads Generated:** 789 high quality leads in 2 months
- **Conversion Rate:** 32.9% (1 out of every 3 clicks converted)
- **Cost Per Lead:** \$6.93 (well below the \$10 target)
- **Traffic Quality:** 2.4K clicks with a consistent 2.8% CTR

Case Study

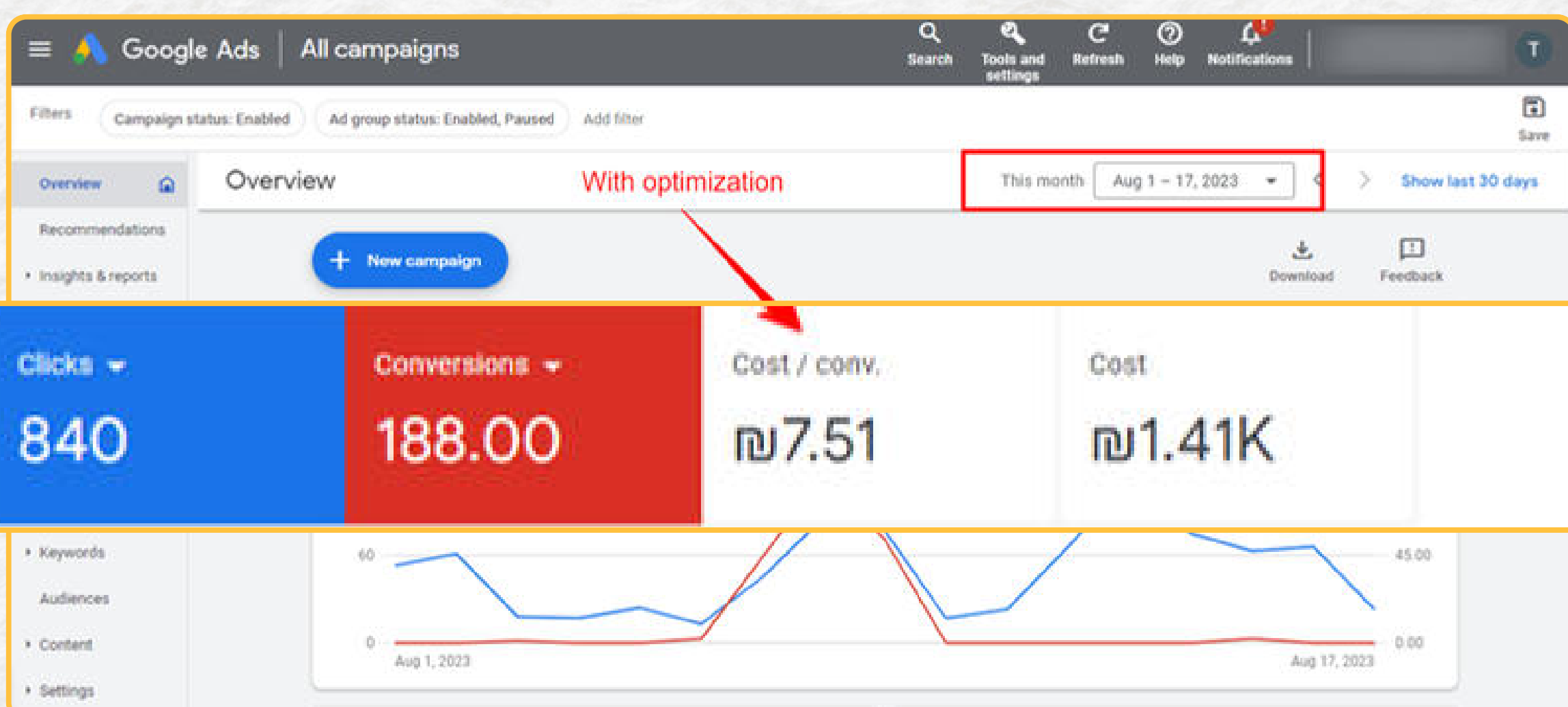
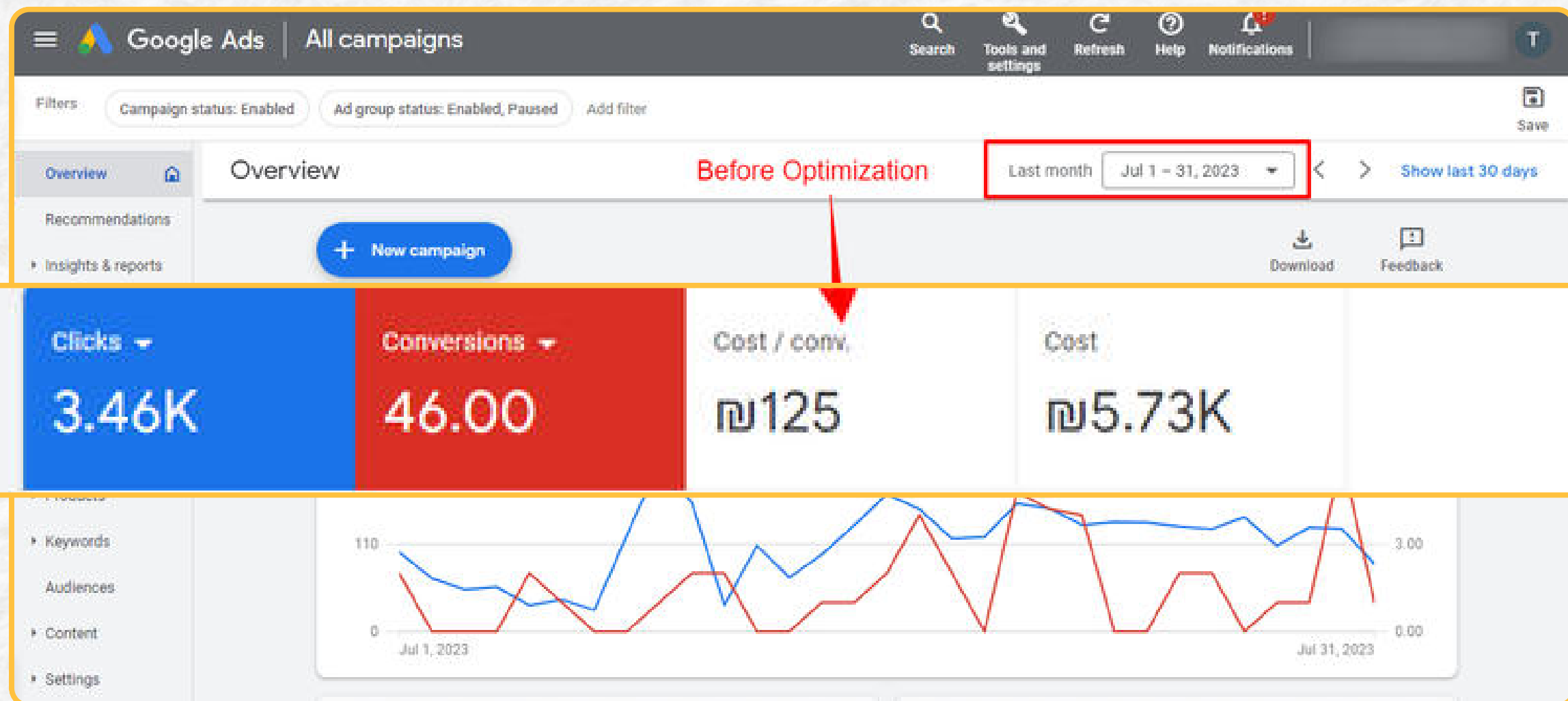
Slashing Acquisition Costs While Scaling Volume 4x

Client: SukkahLo
Industry: E-commerce
Role: Performance Marketing Specialist

03

OVERVIEW

SukkahLo's ad account was generating traffic but failing to convert efficiently. High acquisition costs were blocking scalability and making the account unprofitable. The objective was clear: reduce CPA aggressively while increasing conversion volume without increasing spend.



STRATEGY & SOLUTION

- Shifted focus from traffic volume to high intent conversion actions
- Implemented Target CPA bidding to control acquisition costs
- Paused high cost, low converting keywords inflating overall CPA
- Refined audience and keyword intent to eliminate "window shoppers"

OUTCOMES

- **Cost Per Conversion:** Reduced from ₹125 → ₹7.50 (94% decrease)
- **Total Conversions:** Increased from 46 → 188
- **Spend Efficiency:** Generated 4x more conversions while spending 75% less
- **Account Health:** Created a scalable, profitable acquisition engine

Case Study

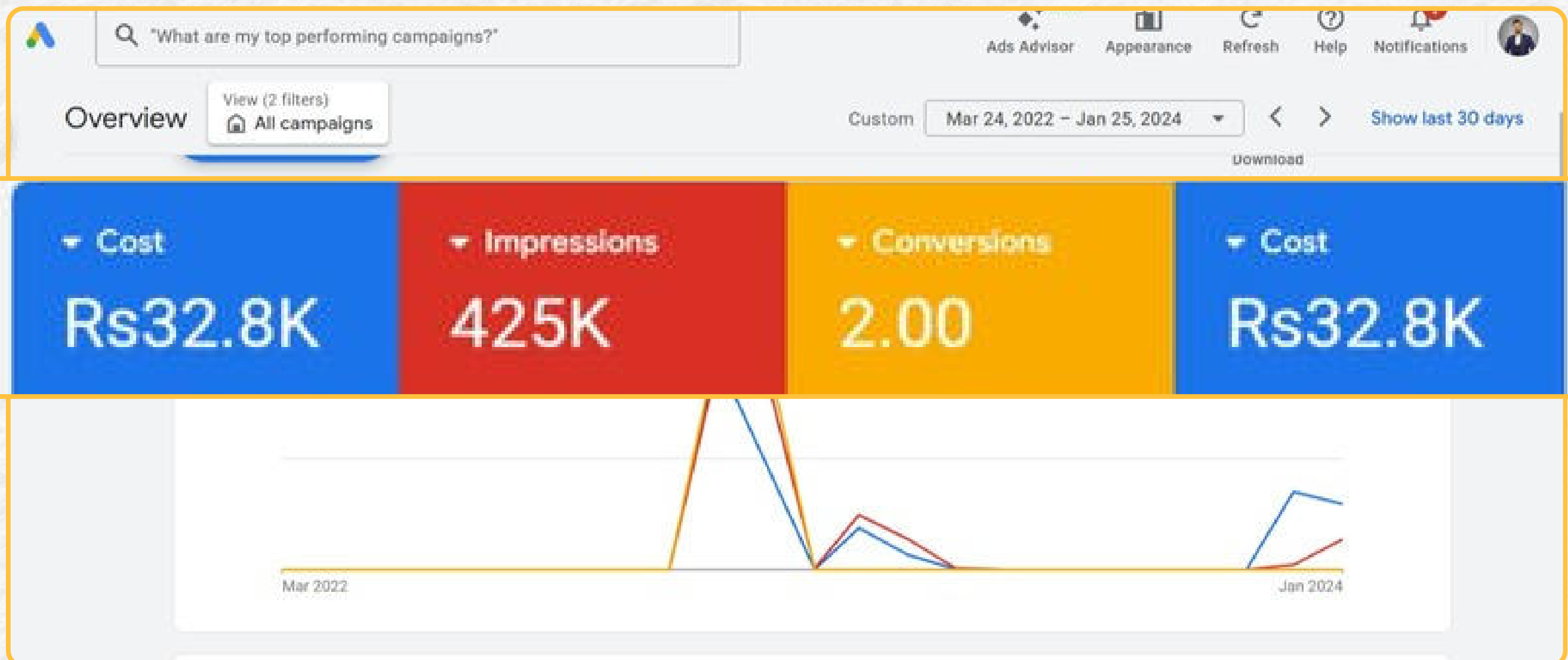
Turning Empty Traffic into a High Converting Search Engine

Client: Galaxysmmpo
Industry: Digital Marketing Services
Role: Performance Marketing Specialist

04

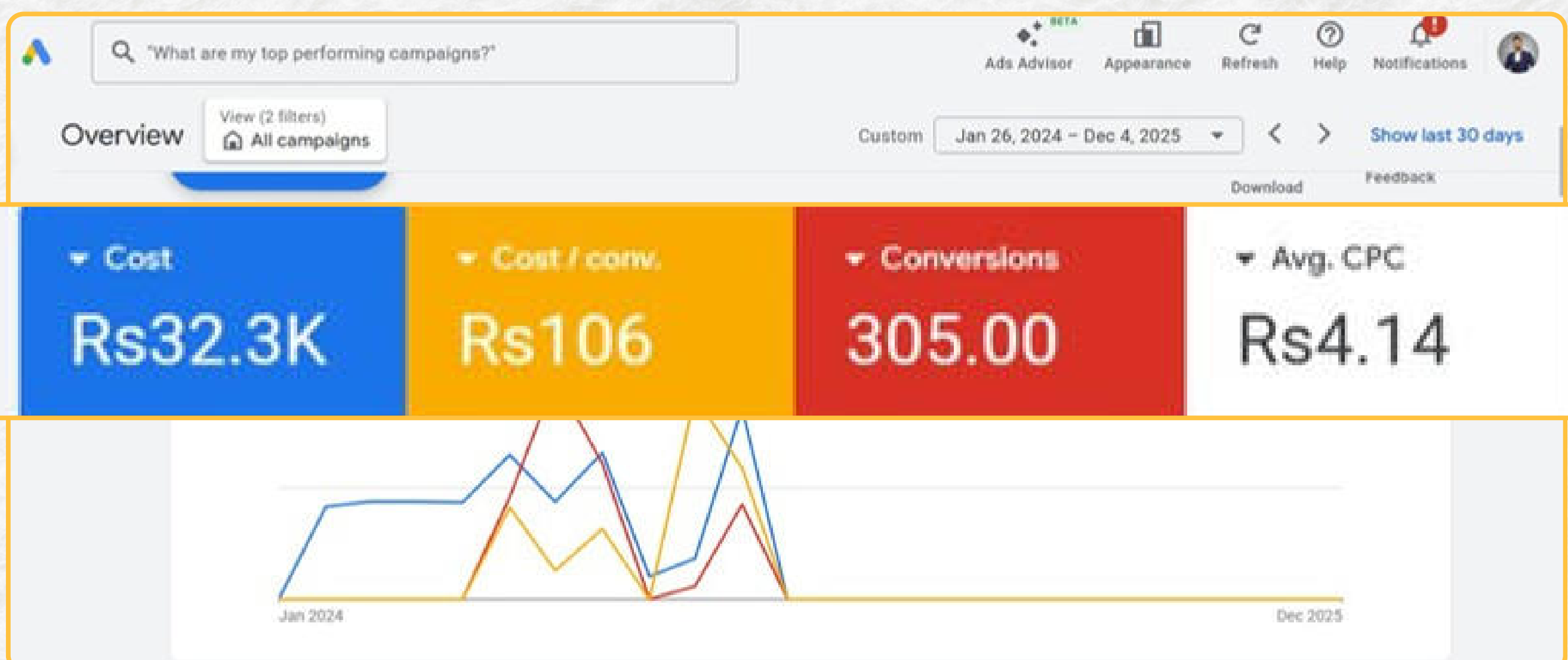
OVERVIEW

Galaxysmmpro was getting massive visibility on search, but results were almost non-existent. Thousands of impressions were being generated, yet conversions were close to zero. The goal was to fix the performance leak, clean the traffic quality, and turn search campaigns into a reliable conversion source without increasing overall spend.



STRATEGY & SOLUTION

- Fixed and validated conversion tracking to ensure every real action was recorded
- Replaced broad, low intent keywords with tighter phrase and exact match targeting
- Shifted bidding from manual control to conversion focused automation
- Refined keyword intent to attract buyers, not just searchers



OUTCOMES

- **Conversions:** Increased from 2 to 305 (150x growth)
- **Cost per Conversion:** Stabilized at Rs 106
- **Average CPC:** Maintained at Rs 4.14
- **Spend Efficiency:** Delivered massively higher results with nearly the same budget

Case Study

Scaling E-commerce Revenue at High Spend While Maintaining Profitability

Client: Imported Mart
Industry: E-commerce
Role: Performance Marketing Specialist

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OVERVIEW

Imported Mart aimed to scale its e-commerce revenue across **17 campaigns** while keeping ROAS profitable. High spend accounts often face audience fatigue and rising Cost Per Purchase, so the challenge was to maximize revenue without losing efficiency.

Off/On	Campaign	Cost per result	Amount spent
<input checked="" type="checkbox"/>		Rs364.93 Per purchase	Rs35,763.61
<input checked="" type="checkbox"/>		Rs375.24 Per purchase	Rs151,595.32
<input checked="" type="checkbox"/>		Rs331.37 Per purchase	Rs209,094.91
<input checked="" type="checkbox"/>		Rs267.84 Per purchase	Rs503,536.10
<input checked="" type="checkbox"/>		Rs254.07 Per purchase	Rs129,576.21
<input checked="" type="checkbox"/>		Rs217.29 Per purchase	Rs826,779.57
Results from 17 campaigns Excludes deleted items		Multiple conversions	Rs2,066,855.24 Total Spent

Purchase ROAS (return on ad spend)
3.89
3.84
4.94
5.98
5.55
6.61
Average

STRATEGY & SOLUTION

- Implemented a full funnel Meta Ads approach, splitting campaigns into Prospecting (Broad/Lookalike) and Retargeting (DPA/Catalog Ads)
- Aggressively tested creatives with a “Winner-Takes-All” budget allocation to prioritize top performers
- Optimized for high value customers to push ROAS beyond industry averages
- Maintained precision budgeting to avoid overspending or ad fatigue

Off/On	Campaign	Budget
<input checked="" type="checkbox"/>		Rs1,200.00
<input checked="" type="checkbox"/>		Using ad set budget
<input checked="" type="checkbox"/>		Rs1,500.00
<input checked="" type="checkbox"/>		Rs2,000.00
<input checked="" type="checkbox"/>		Using ad set budget
<input checked="" type="checkbox"/>		Rs2,100.00
Results from 17 campaigns Excludes deleted items		

Website purchase...	Impressions	Cost per result
3,805	97	Rs364.93 Per purchase
404	26	Rs375.24 Per purchase
631	83	Rs331.37 Per purchase
1,880	27	Rs267.84 Per purchase
510	75	Rs254.07 Per purchase
3,805	25	Rs217.29 Per purchase
	164	10,918,373 Total
		Multiple conversions

OUTCOMES

- **Total Conversions:** Thousands, including 3,805 in top campaign
- **Peak ROAS:** 6.61, sustaining profitability at high spend
- **Cost Per Purchase:** Maintained between Rs 217–267
- **Lifetime Spend Managed:** Rs 2,066,855.24
- **Efficiency:** High volume campaigns delivered multi-million rupee revenue without losing cost control

Case Study

**Generating 18,000+
Qualified Leads at an
Average \$7.00 CPA**

Client: Hyperbaric Pro
Category: Lead Generation
Role: Performance Marketing Specialist

06



OVERVIEW

Hyperbaric needed a sustainable, high volume lead generation system that could scale without sacrificing efficiency. The objective was to generate qualified leads under \$10 CPA, balancing massive reach with high intent conversions across multiple audience segments.

STRATEGY & SOLUTION

- Optimized Meta Lead Forms to reduce friction and increase submission rates
- Segmented campaigns and budgets using CBO + ad set level allocation to find the optimal CPA
- Maintained cross funnel reach, building brand authority while driving direct response conversions
- Focused on high efficiency audience tiers to maximize lead quality at low cost

Results ↓	Cost per result ↑
13,417 Leads (Form)	\$7.14 Per lead (form)
4,483 Leads (Form)	\$8.46 Per lead (form)
207 Leads (Form)	\$5.21 Per lead (form)
125 Leads (Form)	\$9.25 Per lead (form)
93	\$4.24

Results ↓	Reach ↑	Impressio... ↑	Cost per result ↑	Amount spent ↑
13,417 Leads (Form)	1,259,170	4,359,416	\$7.14 Per lead (form)	\$95,790.72
4,483 Leads (Form)	613,107	1,419,945	\$8.46 Per lead (form)	\$37,908.67
207 Leads (Form)	63,546	90,606	\$5.21 Per lead (form)	\$1,078.97
125 Leads (Form)	21,138	36,996	\$9.25 Per lead (form)	\$1,156.17
93	11,826	24,361	\$4.24	\$394.19

OUTCOMES

- **Total Leads:** 18,300+ across all campaigns
- **Average CPA:** \$7.00, well below the \$10 target
- **Total Reach:** 1.2M+ unique users
- **Efficiency:** High quality lead pool built for sales follow up

Case Study

Advanced Conversion Tracking & Full Funnel Data Architecture

07

Client: Tike Jewels

Industry: E-commerce

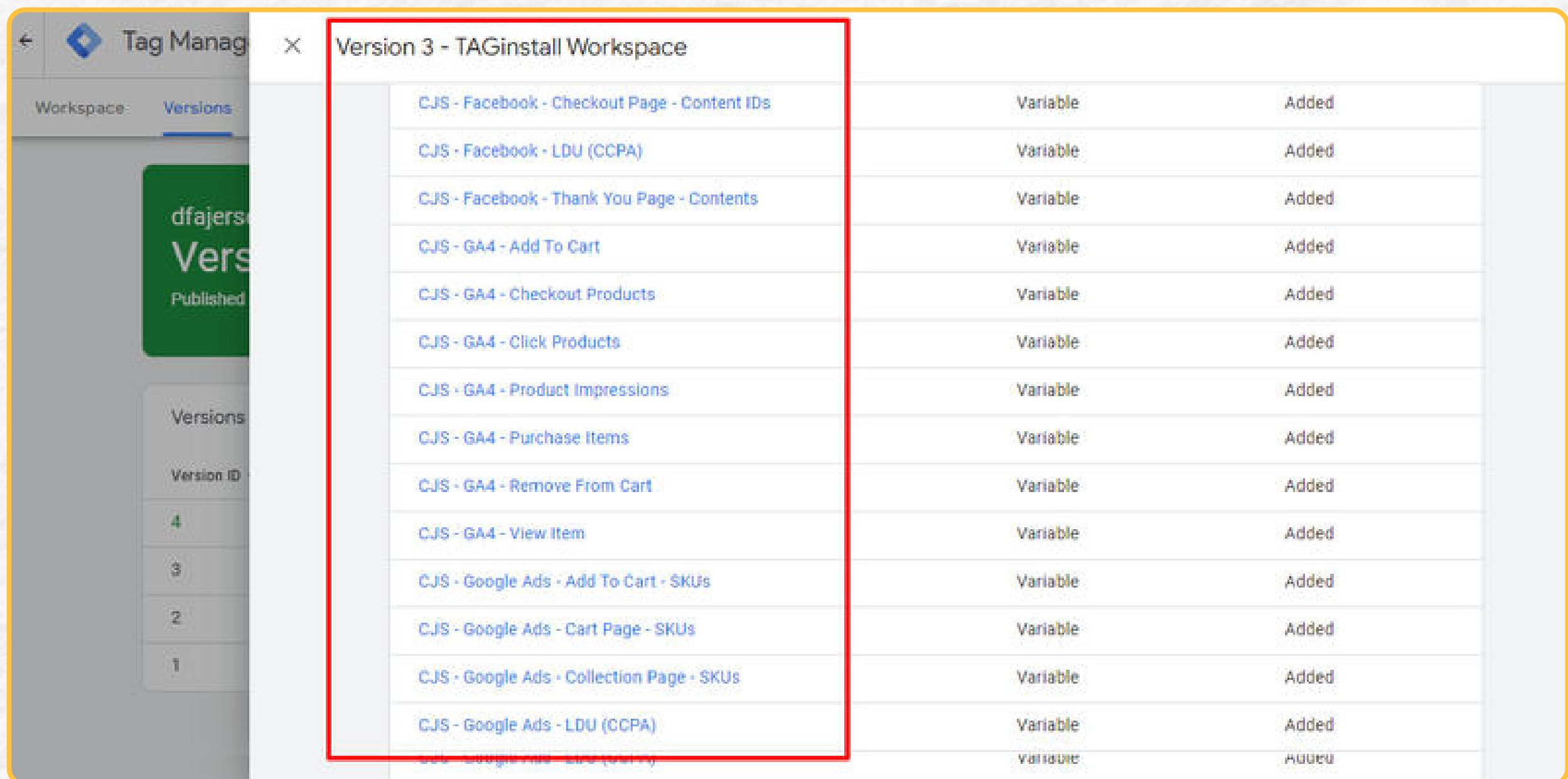
Role: Performance Marketing Specialist

OVERVIEW

Tike Jewels needed a robust tracking infrastructure to capture every micro conversion on their e-commerce site. The goal was to ensure 100% accurate data for AI driven optimization, reduce wasted ad spend, and build high intent retargeting audiences for improved ROAS.



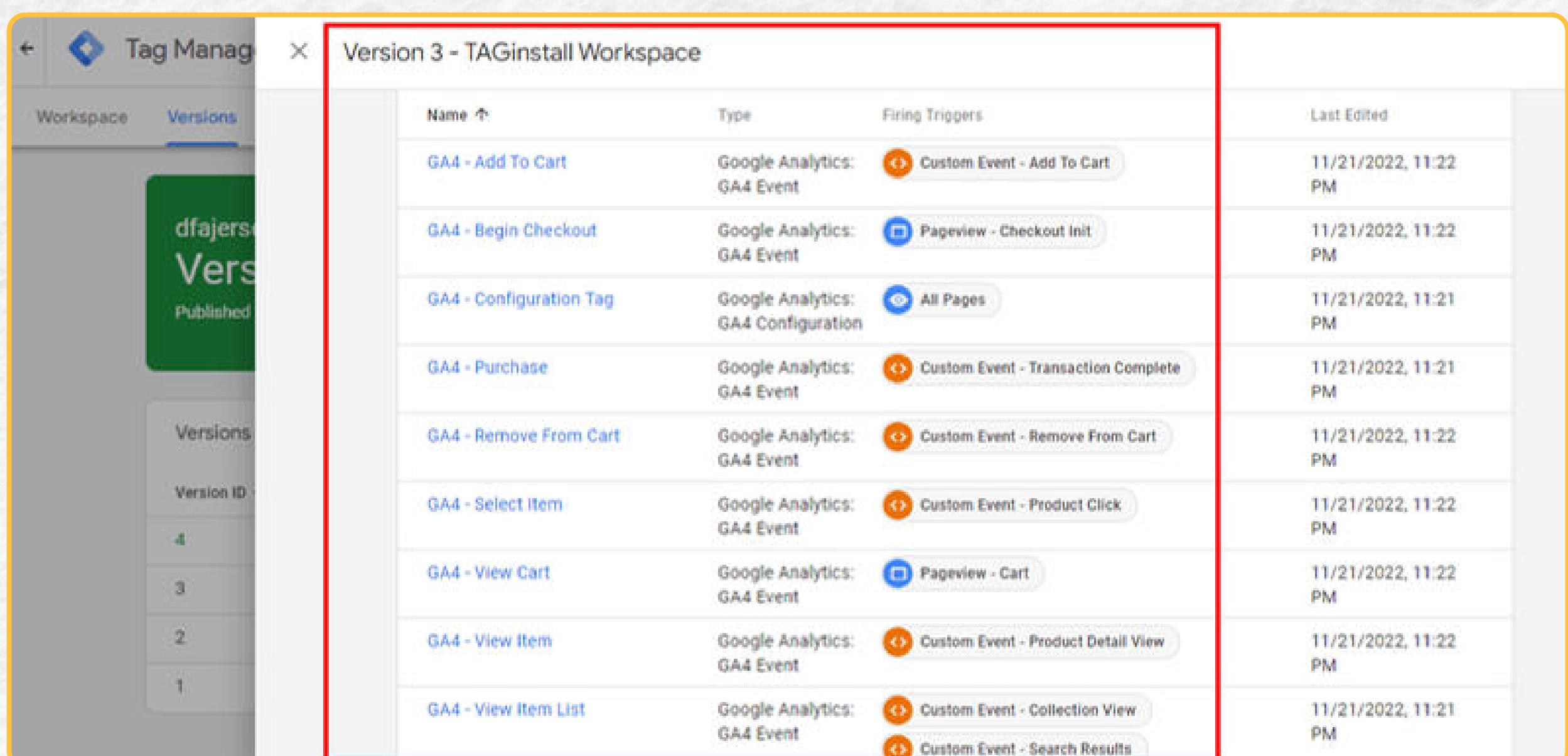
TIKÉ
JEWELS



Name	Type	Status
CJS - Facebook - Checkout Page - Content IDs	Variable	Added
CJS - Facebook - LDU (CCPA)	Variable	Added
CJS - Facebook - Thank You Page - Contents	Variable	Added
CJS - GA4 - Add To Cart	Variable	Added
CJS - GA4 - Checkout Products	Variable	Added
CJS - GA4 - Click Products	Variable	Added
CJS - GA4 - Product Impressions	Variable	Added
CJS - GA4 - Purchase Items	Variable	Added
CJS - GA4 - Remove From Cart	Variable	Added
CJS - GA4 - View Item	Variable	Added
CJS - Google Ads - Add To Cart - SKUs	Variable	Added
CJS - Google Ads - Cart Page - SKUs	Variable	Added
CJS - Google Ads - Collection Page - SKUs	Variable	Added
CJS - Google Ads - LDU (CCPA)	Variable	Added

STRATEGY & SOLUTION

- Centralized tracking using GTM to manage Meta Pixels, Google Ads tags, and GA4 events
- Full micro conversion tracking from item view to purchase to identify drop off points
- Implemented privacy compliant data collection (LDU/CCPA)
- Built high intent audience segments for retargeting and recovery campaigns



Name	Type	Firing Triggers	Last Edited
GA4 - Add To Cart	Google Analytics: GA4 Event	Custom Event - Add To Cart	11/21/2022, 11:22 PM
GA4 - Begin Checkout	Google Analytics: GA4 Event	Pageview - Checkout Init	11/21/2022, 11:22 PM
GA4 - Configuration Tag	Google Analytics: GA4 Configuration	All Pages	11/21/2022, 11:21 PM
GA4 - Purchase	Google Analytics: GA4 Event	Custom Event - Transaction Complete	11/21/2022, 11:21 PM
GA4 - Remove From Cart	Google Analytics: GA4 Event	Custom Event - Remove From Cart	11/21/2022, 11:22 PM
GA4 - Select Item	Google Analytics: GA4 Event	Custom Event - Product Click	11/21/2022, 11:22 PM
GA4 - View Cart	Google Analytics: GA4 Event	Pageview - Cart	11/21/2022, 11:22 PM
GA4 - View Item	Google Analytics: GA4 Event	Custom Event - Product Detail View	11/21/2022, 11:22 PM
GA4 - View Item List	Google Analytics: GA4 Event	Custom Event - Collection View Custom Event - Search Results	11/21/2022, 11:21 PM

OUTCOMES

- **Data Accuracy:** 100% tracking transparency across GA4 & ad platforms
- **Cost Efficiency:** Lowered Cost per Conversion via clean data feeding AI algorithms
- **High Converting Retargeting Audiences:** Built segments from Add to Cart without Purchase
- **Verified ROAS:** Ensured Meta Ads ROAS of 6.61x matched internal GA4 data

Case Study

Full Funnel Conversion Tracking & GA4 Architecture

Client: HairCosmetics by Franco International
Industry: E-commerce / Beauty & Cosmetics
Role: Performance Marketing Specialist

08

HairCosmetics

by franco international

OVERVIEW

HairCosmetics needed granular visibility into the customer journey to optimize marketing spend and scale efficiently. The goal was to eliminate "dark data," ensure 100% attribution, and feed high quality conversion data to Meta Ads and Google Ads for ROAS focused campaigns.

Name ↑	Type	Firing Triggers	Last Edited
conversion linker	Conversion Linker	All Pages	03/22/2023, 12:09 PM
custom-wig category view Tag	Google Ads Conversion Tracking	/custom-wig Trigger	10/05/2023, 1:48 AM
G ads remarketing Tag	Google Ads Remarketing	All Pages	07/25/2023, 4:40 PM
GA4 - Event - Ecommerce events	Google Analytics: GA4 Event	Event - Ecommerce Events GA4	09/25/2023, 9:07 PM
GA4-All Pages	Google Tag	All Pages	09/11/2023, 11:11 PM
GAds add to cart	Google Ads Conversion Tracking	add to cart trigger	10/05/2023, 1:48 AM
GAds begin check out tag	Google Ads Conversion Tracking	begin_checkout Trigger	10/05/2023, 1:48 AM
Gads_Purchase tag	Google Ads Conversion Tracking	Purchase trigger	10/09/2023, 9:57 PM

STRATEGY & SOLUTION

- Full funnel event mapping from product discovery to purchase
- Advanced parameter capture (SKUs, Content IDs, Transaction Totals) for precise value based bidding
- Multi platform synchronization to ensure GA4, Google Ads, and Meta Ads receive consistent, accurate data
- Built category specific tracking to enable hyper targeted remarketing campaigns

OUTCOMES

- **100% Attribution Accuracy:** Every rupee is tracked back to the specific campaign, ad set, and creative
- **Enhanced Remarketing:** Category level tracking allows dynamic ads for products users specifically viewed
- **Verified ROAS:** Clean GTM setup ensures actual ROAS reporting, enabling confident scaling
- **Data Driven Decision Making:** Eliminated guesswork, allowing budget allocation based on verified performance

Case Study

Server Side Tracking & Cross Platform Attribution

Client: Prohairties

Industry: E-commerce / Beauty & Accessories

Role: Performance Marketing Specialist

099

OVERVIEW

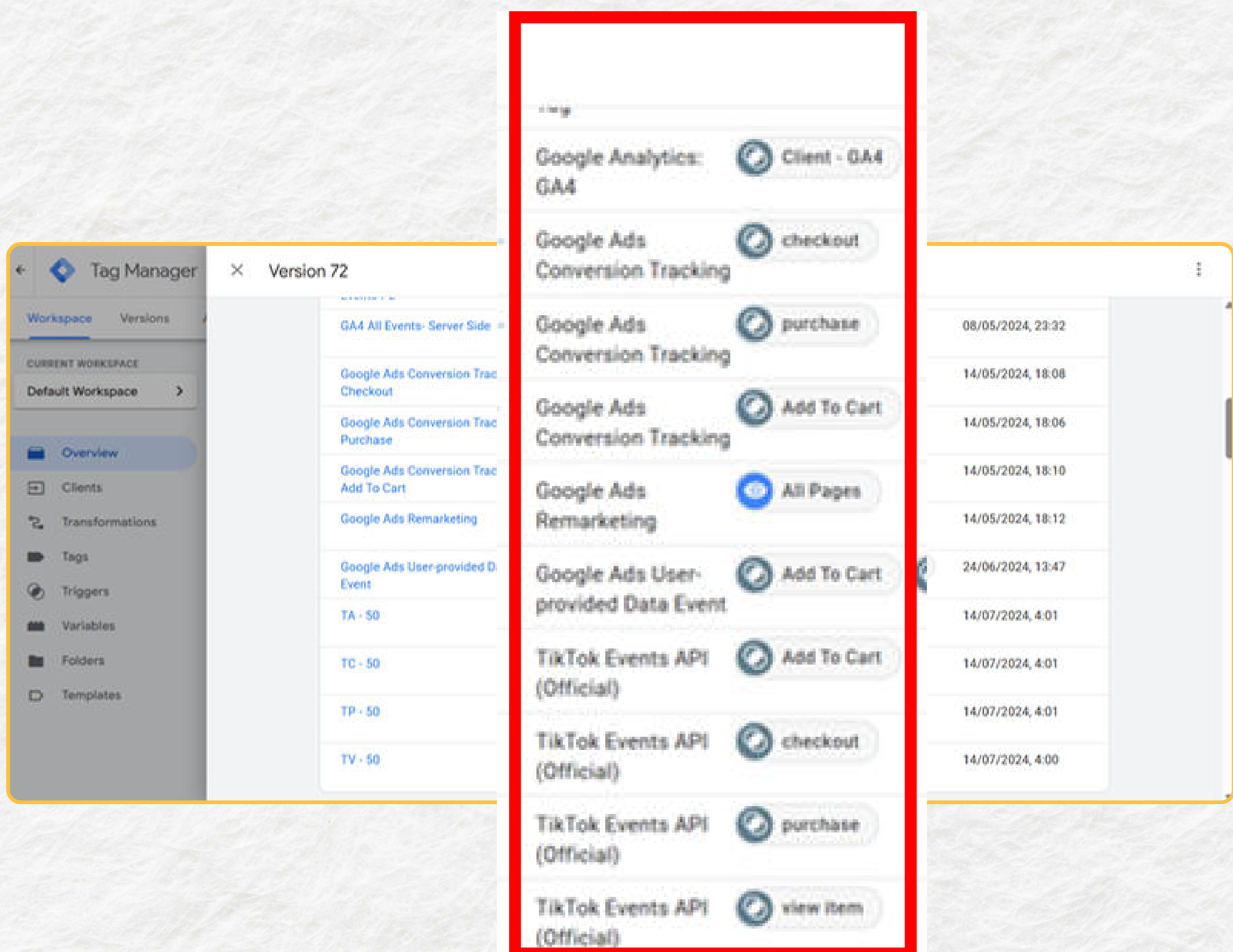
Prohairs needed to recover lost conversions and improve cross platform attribution in an era of iOS 14+ restrictions and increasing browser privacy.



The goal was to implement a server side tracking infrastructure that ensures every Add to Cart, Checkout, and Purchase is accurately attributed across Google Ads and TikTok Ads

STRATEGY & SOLUTION

- Transition critical events to Server Side GTM to bypass ad blockers and browser limitations
- Integrate TikTok Events API and Google Ads Enhanced Conversions for high quality first party data
- Build a full funnel verification system from View Item to Purchase for 100% data accuracy
- Establish privacy first compliance (GDPR/CCPA ready) while maintaining marketing performance



OUTCOMES

- **Minimized Data Loss:** Recovered previously untracked conversions, giving a true picture of campaign performance
- **Faster Algorithm Learning:** High quality data enabled TikTok and Google Ads algorithms to optimize campaigns efficiently, lowering CPA
- **Future Proof & Privacy Compliant:** Established a server side setup fully aligned with modern privacy standards
- **Verified ROAS:** Accurate reporting allowed confident scaling and budget allocation

Case Study

Google Merchant Center Recovery & Catalog Optimization

Client: Pro Hair Ties

Industry: E-commerce / Beauty & Accessories

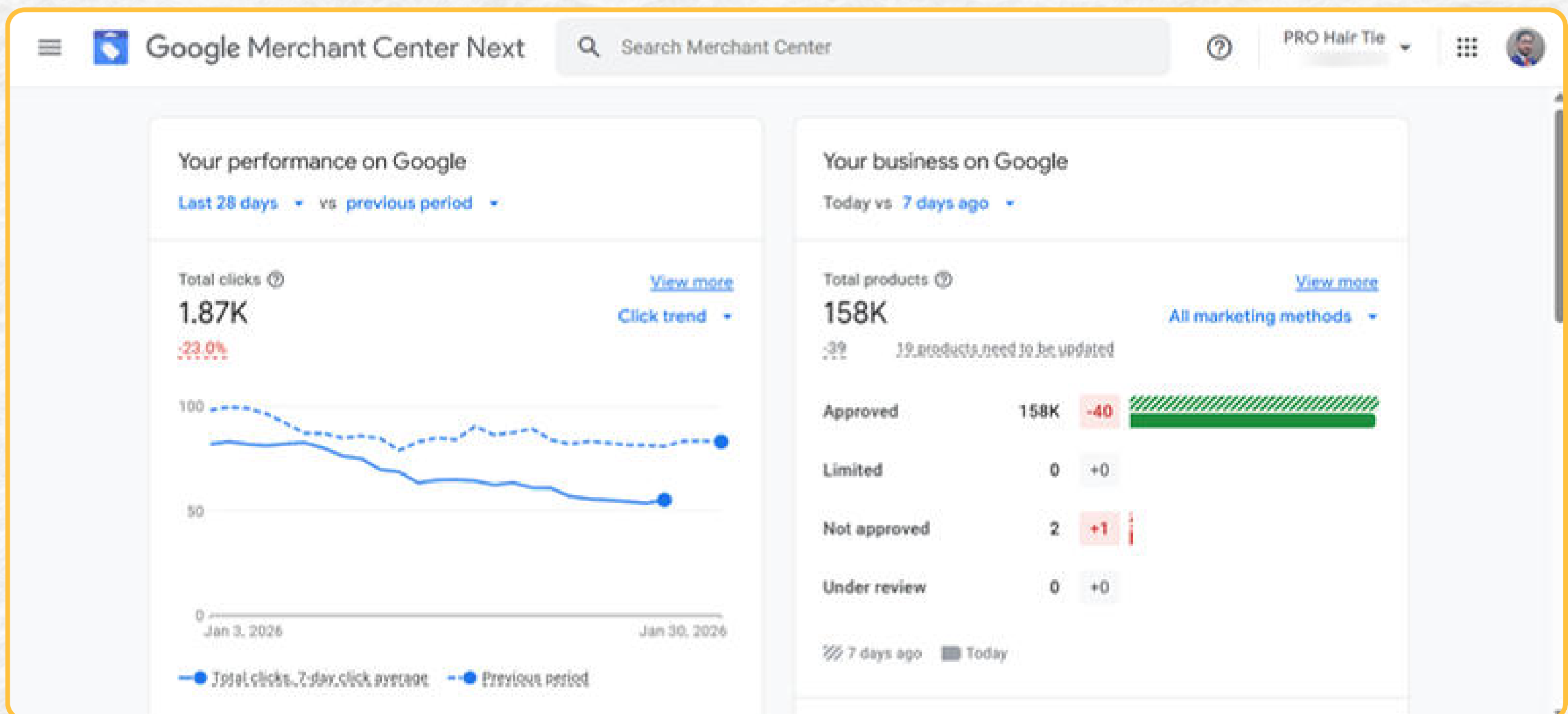
Role: Performance Marketing Specialist

10

OVERVIEW

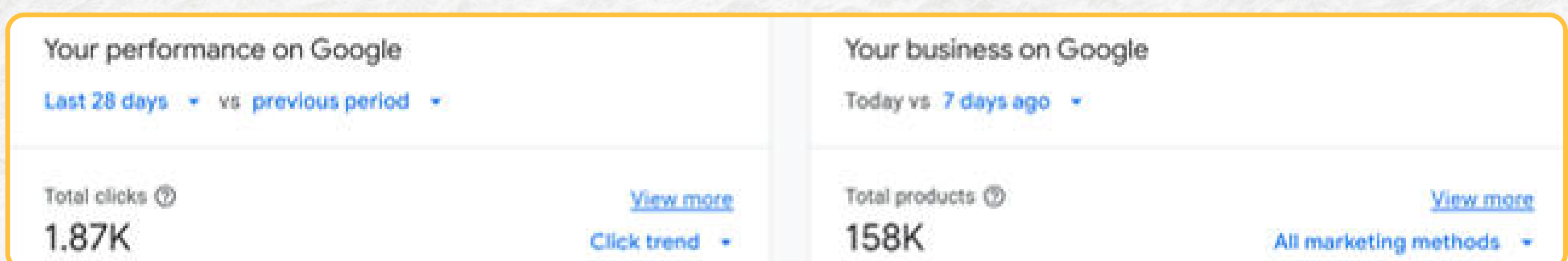
PRO Hair Tie faced major Google Merchant Center (GMC) compliance challenges, including Misrepresentation flags and catalog disapprovals.

The goal was to stabilize a massive catalog of 158K products, maintain full approval, and ensure the brand could run Shopping campaigns and appear in organic Google Shopping listings without interruptions.



STRATEGY & SOLUTION

- Conduct a policy audit of website transparency, shipping, and contact information to resolve misrepresentation issues
- Optimize product feeds: titles, descriptions, and images for 158K SKUs to meet Google’s editorial standards
- Implement technical fixes at the item level to maximize approvals and reduce warnings
- Establish ongoing catalog health monitoring to maintain a near-perfect account score



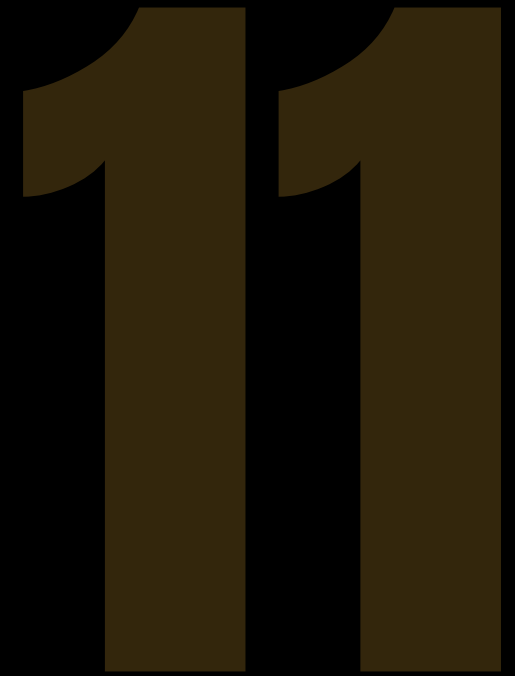
OUTCOMES

- **Massive Inventory Scale:** 158K products fully approved and visible on Google Shopping
- **Policy Recovery:** Successfully reversed suspensions and prevented future GMC violations
- **Stable Traffic Flow:** Over 1.87K clicks maintained during catalog updates, showing consistent performance
- **Optimized Feed Health:** Continuous monitoring ensures the brand remains “shelf-ready” for Google’s global audience

Case Study

Google Merchant Center Policy Resolution & Catalog Approval

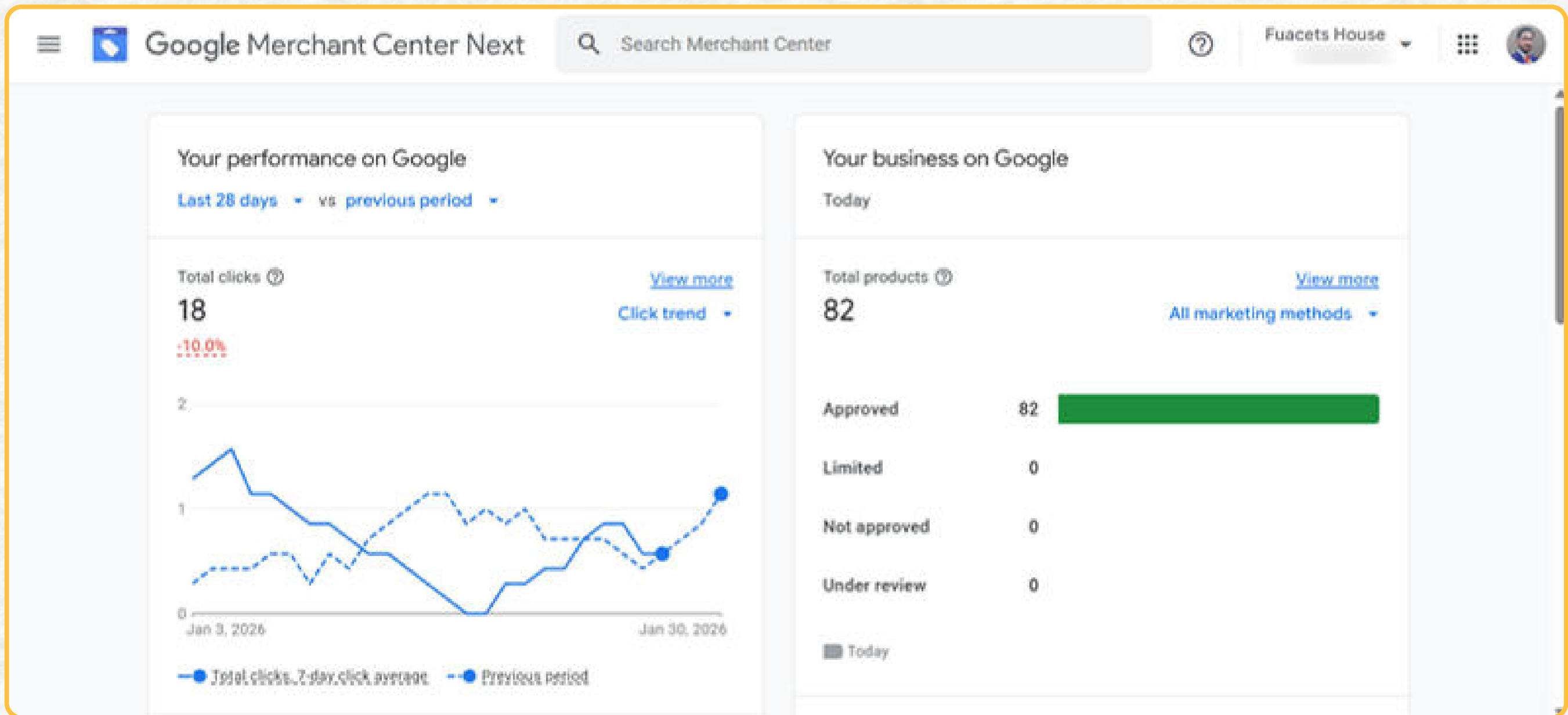
Client: Faucets House
Industry: Home Fixtures / E-commerce
Role: Performance Marketing Specialist



OVERVIEW

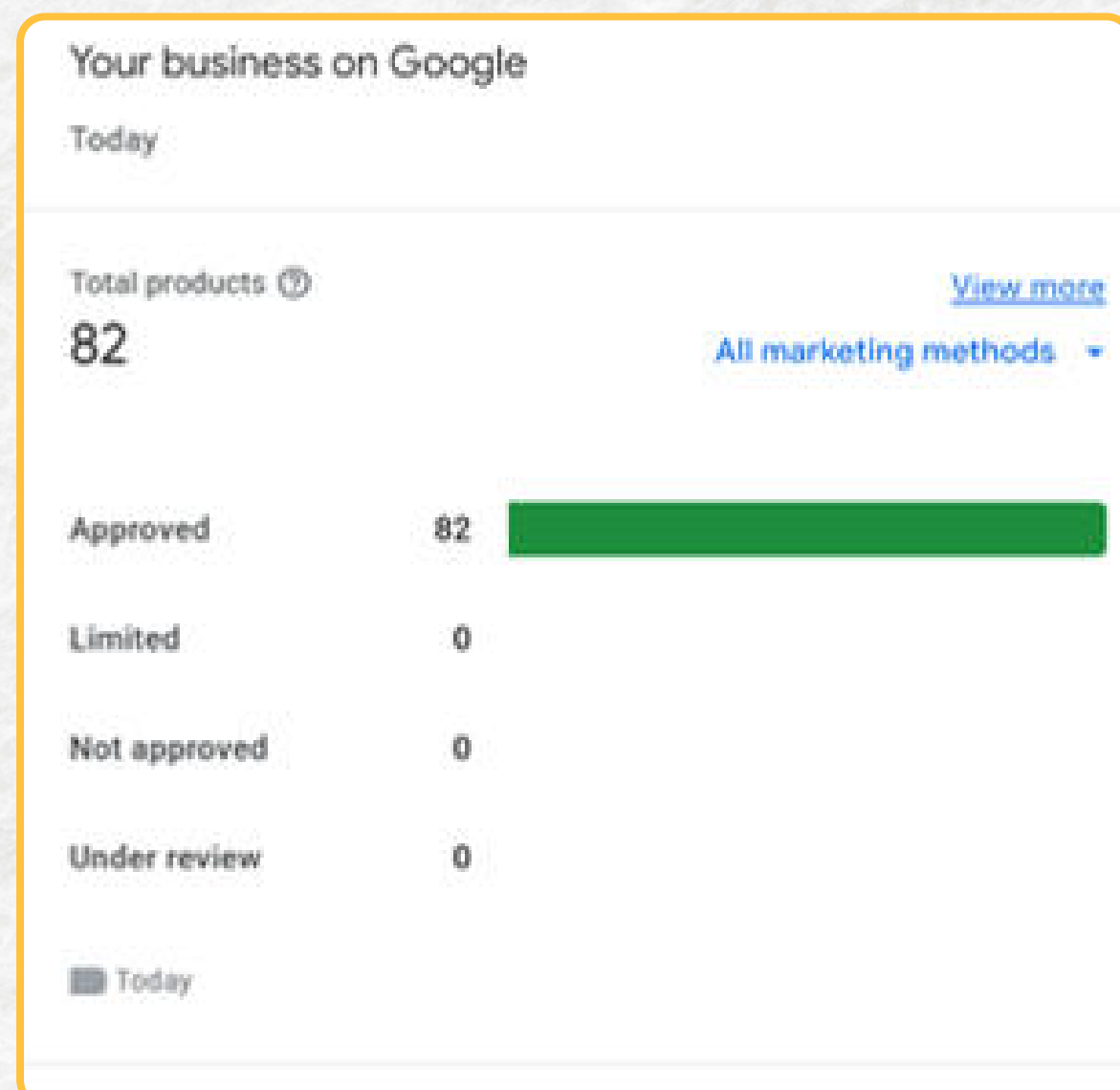
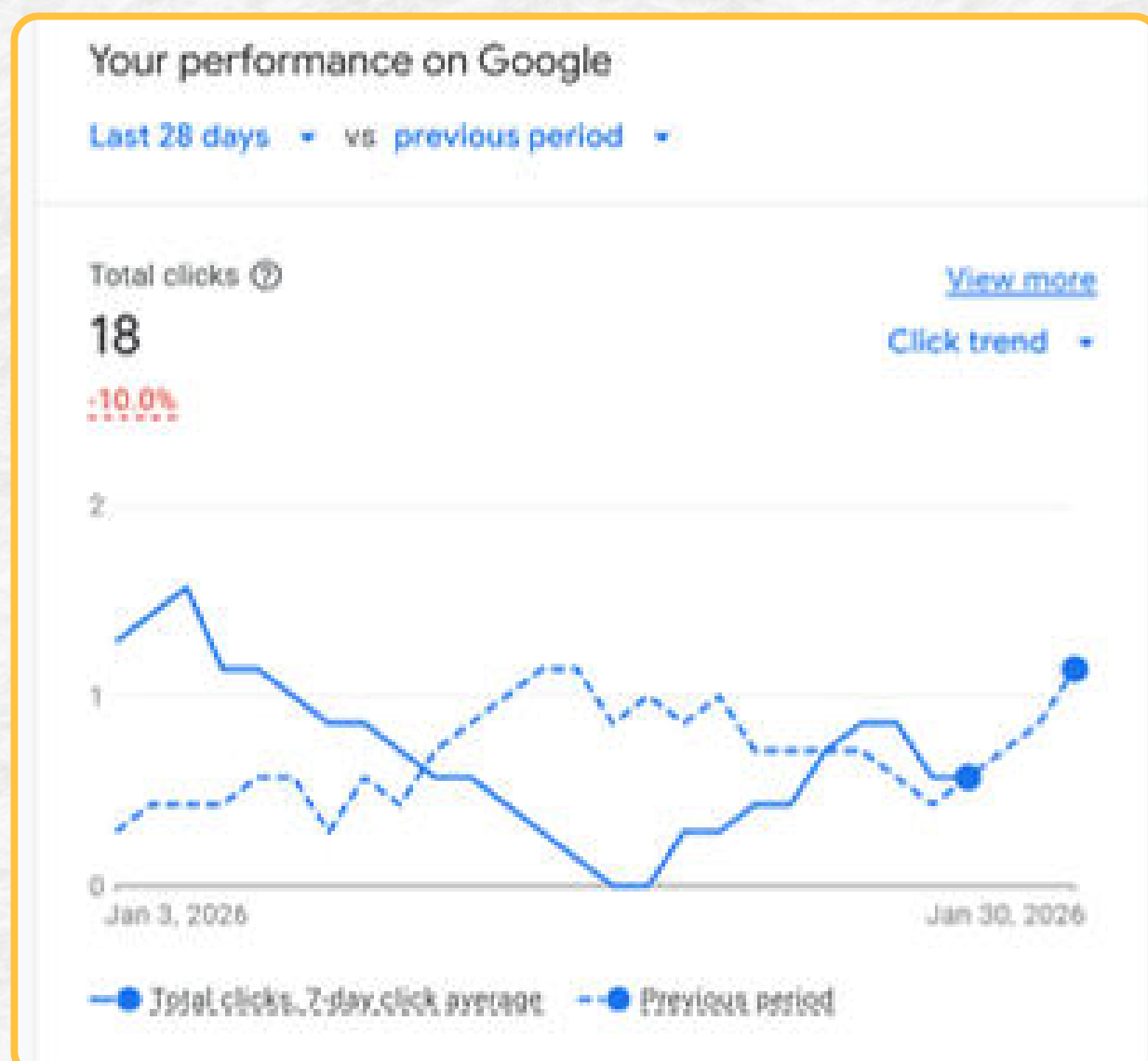
Duration: September 2025 — Present

Faucets House faced strict Google Merchant Center (GMC) scrutiny due to website transparency and product feed requirements. The objective was to audit, remediate, and optimize the GMC account to achieve 100% product approval and ensure eligibility for both paid Shopping campaigns and organic listings.



STRATEGY & SOLUTION

- Conducted a full website compliance audit to meet Google's "Misrepresentation" and "Website Needs Improvement" standards
- Optimized the product catalog feed: titles, descriptions, and IDs aligned with Google's taxonomy
- Leveraged GMC Next tools to monitor catalog health and click trends for consistent visibility



OUTCOMES

- **Approved Products:** 82/82
- **Disapprovals:** 0
- **Account Status:** Fully operational for all marketing channels

**What My
clients Say**



msovalle

Guatemala

★★★★★ 5 • 1 year ago

Umair was truly exceptional in delivering top-notch work that far EXCEEDED my expectations! His quick responsiveness made collaborating a breeze. This is the SECOND time I've worked with him and once again, he delivered excellent work. 🙌 Highly recommend! [See less](#)



frimems

Kenya

★★★★★ 5 • 12 months ago

Very reliable, I have done several projects with him. My ads are performing well and translating into sales. Highly recommended



robertkressa

United States

★★★★★ 5 • 1 year ago

Great work and very knowledgeable in Google Ad Tracking. I could not figure it out, but he did a great job.



rmemeu25

Repeat Client

Switzerland

★★★★★ 5 • 7 months ago

He's very professional therefore I got value for my money.



oxygenhealthsys


United States

★★★★★ 5 • 1 year ago

He helped me to get the Piwels installed and very knowledgable

Professional Certificates

Congratulations!
Muhammad Umair




Completed

Google Ads Display Certification
on 28 December 2020


Completion ID: 65343018 Expires: 28 December 2021

...

Google recognizes your mastery of the fundamentals of developing and optimizing effective Google Display campaigns.



Congratulations!
Muhammad Umair




Completed

Google Ads - Measurement Certification
on 28 December 2020


Completion ID: 65360093 Expires: 28 December 2021

...

Google recognizes your mastery of the fundamentals of measuring and optimizing your Google Ads performance.



Congratulations!
Muhammad Umair




Completed

Google Ads Search Certification
on 28 December 2020


Completion ID: 65792652 Expires: 28 December 2021

...

Google recognizes your mastery of the fundamentals of building and customizing effective Google Search campaigns.



Congratulations!
Muhammad Umair




Completed

Google Analytics Individual Qualification
on 28 December 2020


Completion ID: 65806955 Expires: 28 December 2021

...

You understand advanced Google Analytics concepts.



Congratulations!
Muhammad Umair




Completed

Creative Certification Exam
on 28 December 2020


Completion ID: 65811349 Expires: 28 December 2021

...

Congratulations, you are now certified in Creative.



Congratulations!
Muhammad Umair




Completed

Google Ads Apps Certification
on 28 December 2020


Completion ID: 65805920 Expires: 28 December 2021

...

Google recognizes your mastery of the fundamentals of creating and optimizing Google App campaigns.



Congratulations!
Muhammad Umair




Completed

Shopping ads Certification
on 28 December 2020


Completion ID: 65362208 Expires: 28 December 2021

...

Google recognizes your mastery of the fundamentals of creating and customizing effective Shopping campaigns.



Congratulations!
Muhammad Umair




Completed

Google Ads Video Certification
on 28 December 2020

Completion ID: 65800952 Expires: 28 December 2021

...

Google recognizes your mastery of the fundamentals of reaching audiences using YouTube and Google Video ad solutions.



THANK YOU

for taking the time to review my portfolio