

MUHAMMAD IQAN GOHAR

Performance Marketing Manager | Paid Media Specialist | Digital Strategist

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PAID MEDIA PERFORMANCE — AT A GLANCE

AED 1M+ Annual Ad Budget Managed	Up to 6X ROAS Benchmark	10X ROI — Lead Gen Campaigns	6 Yrs Paid Media Experience
30%+ CPL Reduction Achieved	40%+ Avg. SEO Ranking Uplift	200% Sales Growth — MIS Brand	B2B+B2C Multi-Sector Campaign Expertise

PROFESSIONAL SUMMARY

- 6 years managing paid media — AED 1M+ annual ad spend across Meta, TikTok & Google — up to 600% ROAS sustained across 40+ active locations simultaneously
- B2B automation challenge resolved: Jorefco had zero digital pipeline and no lead infrastructure — built a full lead gen automation system from scratch using WhatsApp Business API, chatbot qualification sequences, and GTM-tracked funnels — generated 10X ROI on automotive B2B leads within 3 months
- B2C crisis resolved: Meta ad account hard-banned for a healthcare/beauty brand with AED 0 recoverable spend — diagnosed the policy violation, rebuilt account architecture, re-verified the business on Meta, and restored campaigns to 10X–15X ROAS
- 600% sales growth for MIS brand in 12 months — achieved by restructuring the entire acquisition funnel: cold traffic segmentation, retargeting sequences, and short-form video creative iteration across Meta & TikTok
- CPL reduced by 30%+ on Automotive Lead gen campaigns — replaced broad targeting with single-keyword ad groups, custom audience layering, and A/B tested landing pages — all attribution tracked through GA4 + GTM pixel stack
- Built WhatsApp-based lead automation for automotive B2B: integrated AI chatbot qualification flows, reducing manual follow-up by ~60% and improved overall lead conversion rate
- Led cross-functional teams of Designers, Web Developers, and Social Executives across 40+ branch campaigns — maintained brand and campaign consistency without creative bottlenecks
- Resolved live server hack during an active campaign period — diagnosed misconfiguration, implemented Security Protocols, and secured the web server under live traffic without campaign downtime or SEO ranking loss
- Technical stack depth: Meta Pixel & CAPI setup, GTM container builds, GA4 event tracking, WhatsApp API integrations, CRM automation workflows, and server-side tracking — operates at the intersection of marketing and engineering
- App Marketing & Retention: Led app growth initiatives for Wingstop — running app-install and customer acquisition campaigns using targeted discounts and promotional offers, identifying UI/UX bottlenecks and coordinating with developers to reduce drop-offs, and deploying CRM segmentation with retargeting campaigns to drive repeat orders, retention, and customer lifetime value

CORE COMPETENCIES

Digital Marketing Strategy • Performance Marketing • Paid Media Management • Multi-Brand Campaigns • Lead Gen Funnels • CPL / CPA / ROAS Optim. • Mobile App User Acquisition & Retention • GA4 + GTM Attribution • SEO / SEM Strategy • CRM & Automation • A/B Testing & CRO • Brand Strategy • Data-Driven Reporting • WhatsApp API & Chatbot • B2B & B2C Marketing

WORK EXPERIENCE

Digital Marketing Manager

Apr 2025 – Present

WinHouse Marketing Agency — Wingstop | MIS | Tealive (UAE)

- Develop and execute comprehensive annual and quarterly digital marketing strategies across 3 brands and 40+ UAE branches — aligning paid media, SEO, CRM, and content calendars with corporate revenue objectives
- Own and optimise AED 1M+ annual paid media budget across Meta, TikTok, Snapchat & Google — maintaining 250% ROAS with weekly CPL and CPA benchmarks tracked per brand and per location
- Lead full-funnel campaigns covering awareness, acquisition, conversion, and retention — drove 200% sales growth for MIS brand within 12 months through structured funnel architecture and creative iteration
- Manage and align a cross-functional team of Graphic Designers, Web Developers, and Social Media Executives — maintaining brand and campaign consistency across 30+ outlets without creative bottlenecks
- Oversee paid media strategy across Meta, Google, TikTok, and Snapchat — executing A/B tests on creatives, audiences, and landing pages and scaling winning combinations to maximise acquisition efficiency
- Ensure advanced tracking implementation: GA4, GTM container builds, Meta Pixel & CAPI, attribution modelling — all reporting tied to revenue outcomes; zero vanity metrics presented to leadership
- Coordinate promotional calendars, LTO activations, and seasonal product launches — aligning digital campaigns with in-store operations and third-party delivery platforms for omnichannel revenue growth
- Identify branch-level performance gaps and localised growth opportunities — implement targeted paid and organic strategies per outlet to drive individual branch revenue contribution
- Deliver structured monthly and quarterly performance reports to senior management — covering ROAS by channel, CPL trends, budget efficiency, audience fatigue signals, and next-step recommendations
- App Marketing & Retention: Led app growth initiatives for Wingstop, running app-install and customer acquisition campaigns using targeted discounts and promotional offers. Improved conversion by identifying UI/UX bottlenecks and coordinating with app developers to reduce customer drop-offs, while using CRM segmentation and retargeting campaigns to drive repeat orders, retention, and customer lifetime value.

Digital Marketing Specialist

Mar 2023 – Feb 2025

Jorefco Industries — Automotive Brand

Led full paid media and brand growth strategy — proving ability to manage mid-to-large budgets, optimise funnels, and deliver commercial outcomes across diverse audience segments.

- Managed and optimised Google Ads and Meta campaigns delivering 10X ROI on lead generation — using cold traffic, retargeting, and lookalike audiences in structured funnel sequences
- Reduced cost-per-click by 20% through disciplined keyword strategy, ad copy testing, and bid management — maintaining high conversion rates throughout optimisation cycles
- Built WhatsApp Business chatbot + API integration as a booking and enquiry funnel — generating 25% rise in qualified inbound leads with significantly faster response times
- Achieved 35% improvement in lead quality through audience segmentation, creative testing, and landing page conversion optimisation
- Implemented full GA4 + GTM attribution stack — all reporting tied to CPL, CPA, and revenue outcomes; zero vanity metrics reported to leadership
- Grew organic social engagement by 45% through short-form content strategy — repurposing high-performing content into paid campaigns for improved acquisition efficiency

Digital Marketing Expert

Feb 2022 – Feb 2023

WebX Professional Services — Multi-Brand Agency

Agency role managing paid acquisition across beauty, healthcare, skincare, and consumer brands — direct experience with the beauty and wellness vertical.

- Scaled a healthcare/beauty brand's Meta campaigns from 0 to 10X–15X ROAS after recovering a banned ad account — rebuilt targeting, creative strategy, and funnel architecture from scratch
- Increased client lead acquisition rates by 30%+ through structured funnel strategies and advanced Meta audience targeting across beauty, skincare, and wellness clients
- Delivered 40% improvement in SEO rankings for beauty and consumer brand clients — supporting organic acquisition alongside paid campaigns
- Managed campaign performance dashboards tracking CPL, conversion rates, and budget efficiency — providing weekly and monthly reports to clients across beauty and wellness verticals

Goodz Marketing

- Delivered 100% increase in qualified leads across B2C client portfolio via data-driven Meta, TikTok, and Google campaigns
- Managed 20+ brand accounts — maintaining brand consistency, audience growth, and measurable ROAS across consumer and lifestyle brands
- Pioneered advanced targeting strategies (open targeting, single-keyword, detailed layering) reducing acquisition costs while scaling lead volume
- Recovered multiple disabled Meta ad accounts and secured Business Verification — restoring full campaign operations for beauty and consumer clients

TECHNOLOGY & PLATFORM STACK

Paid Social: Meta Ads Manager, TikTok Ads, Snapchat Ads, AdWords, App flyer, rtbhouse (Programmatic ads)

Analytics & Tracking: GA4, GTM, Meta Pixel, Google Data Studio, Search Console

Funnel & CRO: Landing page optimisation with MS Clarity, Hotjar, WhatsApp API, Zapier, CRM

Content & Creative: Short-form video strategy, Canva Pro, CapCut, InVideo

AI AUTOMATION PROJECTS

WhatsApp AI Booking Agent

Built a fully automated WhatsApp AI agent that communicates with customers in natural, human-like conversation using NLP. The agent qualifies inquiries, collects booking details, and directly creates confirmed appointments in Google Calendar — all within the WhatsApp chat thread without any human intervention. Integrated with WhatsApp Business API, Google Calendar API, and an AI language model to handle dynamic responses, reschedule requests, and confirmation messages end-to-end.

Instagram DM Intelligent Auto-Responder

Developed an AI-powered Instagram Messenger automation that detects whether an inbound message is from a customer or an influencer, then routes and responds accordingly. For customers with complaints, the system generates a contextually appropriate resolution response and simultaneously logs the complaint details into a structured Excel sheet for tracking and follow-up. For influencers, the agent identifies collaboration intent and automatically sends a branded website link for them to submit their details and agree to partnership terms — removing manual DM screening entirely and streamlining both customer support and influencer onboarding pipelines.

EDUCATION

Bachelor of Science — Software Engineering

2015 – 2019

COMSATS University Islamabad

AVAILABILITY & AUTHORISATION

- UAE Employment Visa — Valid till July 2027
- UAE Driving License — Active
- Immediate Joiner — 25 Days' Notice Period
- Languages: English, Hindi, Urdu

Best Achieved CPL: AED 5–8 Automotive Dubai Market | Best Achieved CPA: AED 10–15 (F&B Dubai Market) | Best Achieved CPL: AED 1 Fashion & Beauty Dubai Market