Shijas Ahamed

Performance Marketing Specialist

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Professional Summary

Performance marketing specialist with experience delivering paid media campaigns across real estate, healthcare, e-commerce, retail, and furniture in the MENA region. Skilled in Google Ads, Meta Ads, lead generation, conversion rate optimization, and performance reporting. Results include 50% growth in online sales in three months, a 20% reduction in cost per acquisition, and 15x return on ad spend.

Core Skills

Paid Media Strategy | Google Ads | Meta Ads | B2B Lead Generation | E-commerce Marketing | Conversion Rate Optimization (CRO) | Audience Segmentation | Retargeting | Budget Management | ROAS and CPA Optimization | A/B Testing | Campaign Reporting | SEO Collaboration | Account-Based Marketing (ABM)

Professional Experience

Performance Marketing Specialist | Design Craft Office Furniture | Dubai, UAE

June 2023 - Present

- Plan and execute Google Ads and Meta Ads campaigns for B2B and e-commerce office furniture marketing.
- Manage Search, Display, and Shopping campaigns, optimizing return on ad spend (ROAS) and cost per acquisition (CPA).
- Improve conversion funnels and checkout flows through conversion rate optimization.
- Develop audience targeting and remarketing campaigns to support lead generation and online sales.
- Track campaign performance using Google Analytics 4 and Google Data Studio; deliver monthly KPI reports and actionable insights.
- Manage campaign budgets aligned with business goals and collaborate with SEO teams on integrated digital strategies.
- **Key results:** Increased online sales by 50% in three months; reduced CPA by 20%; achieved 15x ROAS.

Paid Campaign Manager | Pulpit Creative Agency | Dubai, UAE

August 2020 - March 2023

- Managed multichannel paid media campaigns across Search, Display, Video, Mobile, and Social.
- Built Google Data Studio dashboards for live client reporting and performance monitoring.
- Contributed to creative development and media planning; tested and optimized campaigns to improve results.

Tools and Platforms

Google Ads, Meta Ads, Google Analytics 4 (GA4), Google Tag Manager, Looker Studio (Google Data Studio), Facebook Business Manager, TikTok Ads, Moz, Google Search Console, CMS platforms

Certifications and Professional Development

Google Search Ads Certification

CXL | Create Research-Backed and Search-Optimized Content | Course | August 11, 2026

CXL | Get Started with n8n | Course | August 3, 2026

CXL | Build Your AEO Research Pipeline | Workshop | July 30, 2026

CXL | Build Your Personal AI Operating System | Workshop | July 16, 2026

CXL | Build Agents to Improve Ad Performance and Monitor Campaigns | Workshop | July 2, 2026

CXL | Redesign Marketing Workflows for AI | Workshop | June 25, 2026

Education

Bachelor of Computer Applications (BCA) | Kannur University | 2013