Shahzaib Imam

PPC AND PAID MEDIA MANAGER | GOOGLE ADS, META, LINKEDIN

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PROFESSIONAL SUMMARY

PPC and paid media manager with over 6 years of experience and GBP 500K+ of ad spend across 80+ accounts. Runs Google Search, Shopping, and Performance Max, Meta, and LinkedIn Ads end to end: budgets, bidding, creative tests, landing pages, and conversion tracking. Results include 14.6x ROAS on Google Shopping, a 166% ROAS increase on Meta, and cost per lead cut from GBP 150 to GBP 30.

CORE COMPETENCIES

Google Search and Performance Max | Google Shopping and Merchant Center | Meta and Instagram Ads | LinkedIn Ads | Bidding and Budget Management | Conversion Tracking (Server-Side GTM) | Landing Page and Creative Testing | Looker Reporting

WORK EXPERIENCE

UK DTC rug brand

Mar 2025 to Present

Digital Marketing Director

Perth, Scotland

- Led a GBP 20,000 multi-channel marketing strategy across Social, Email, and SEO. Achieved a 250% sales increase in 8 months by acquiring B2C customers and interior design partners.
- Launched on 7+ e-commerce platforms, including Wayfair, 1stDibs, and Etsy. Achieved a 50% increase in international sales within 3 months.

Dean Banks Group & M.AD Agency

Oct 2024 to Mar 2025

PPC Executive

Dundee, Scotland

- Scaled Meta Ad campaigns for 15+ UK cocktail-week events. Achieved a 166% ROAS increase and reduced ticket sales CAC by 44%, using hyper-local targeting, lookalike audiences, and competition and retargeting ads within a GBP 4K budget per city.
- Led end-to-end PPC strategies for 7+ Michelin-starred restaurants and 5 Shopify stores. Ran seasonal campaigns and dynamic retargeting for abandoned carts on Google Ads and Meta.
- Set up server-side tracking and GTM custom conversions. Built Looker dashboards that combine 8+ platforms for weekly stakeholder reports.

The Renewable Energy Co.

Feb 2024 to Sep 2024

Digital Marketing Manager

Essex, England

- Redesigned the sales funnel and moved ad spend from on-feed lead collection to landing-page capture. Reduced cost per lead by 80%, from GBP 150 to GBP 30, in 2 months while maintaining lead quality.
- Ran Meta, Google Ads, and LinkedIn Ads campaigns with a GBP 1,000 daily budget, covering leads, messaging, YouTube, and Display. Achieved a 25% ROI increase.

Fatbuzz

Apr 2023 to Feb 2024

PPC Specialist & Assistant SEO

Glasgow, Scotland

- Managed Google Shopping for a UK speciality-sports retailer from April 2023: 14.6x ROAS, GBP 119K tracked revenue and 1,510 sales (account figures, Sep 2022 to Jan 2024).

- Launched SEO and Google Ads for a new Glasgow electrical contractor. Organic users grew from a cold start to 2,700 (+1,576%) with 639 conversions in 7 months, and paid search converted at 11.38%.
- Ran Google Ads for a UK tech platform: 1,390 conversions at a 7.94% conversion rate in 4 months. Organic and paid together lifted users by 41% to 21,000 in 9 weeks.
- Ran Google Ads for a Glasgow family jeweller: 4,430 clicks at GBP 0.27 average CPC and 28.5% search impression share over 7 months.
- Ran Google Ads for a London events act (152 booking enquiries in 7 months) and a 30-day launch test for a Glasgow kitchen showroom (7.79% CTR on a GBP 283 budget).
- Ran PPC campaigns and developed content plans for over 80 B2B and B2C clients.

Imam Carpet Co

Jul 2020 to Apr 2023

Digital Marketing Manager

Karachi, Pakistan

- Built the Shopify store during COVID-19. Within three years it became the largest online store in its niche, through paid marketing on Google, Facebook and Instagram.
- Ran user acquisition and retention campaigns. Increased customer acquisition by 40% and retention by 30% through targeted digital engagement and content creation.

Ticketwala.pk

Jul 2019 to Jul 2020

UX/UI Designer and CMS Manager

Karachi, Pakistan

- Created a digital strategy to launch an online ticket service. The service captured 60% market share and grew annual turnover by 200% within 2 years.

EDUCATION

B.Sc. with Honours in Computing and Information Technology University of Portsmouth
Portsmouth, United Kingdom
Jan 2019 to Sep 2021

Diploma of Higher Education in Computing Glasgow Caledonian University
Glasgow, United Kingdom
Jan 2016 to Jul 2018

Diploma in Computer Information Technology Aligarh Institute of Technology
Karachi, Pakistan
Jan 2012 to Jul 2015

CERTIFICATIONS

Google Ads (Search, Display, Video, Measurement, AI-Powered, Creative)	Google
Google Analytics	Google
Meta Certified Digital Marketing Associate	Meta

SKILLS

Google Ads: Search, Shopping, Performance Max, Display, YouTube, Merchant Center, Bidding Strategies

Paid social: Meta Ads Manager, Instagram, LinkedIn Ads, TikTok Ads, Lookalike Audiences, Retargeting

Tracking and analytics: Google Tag Manager (server-side), Conversion Tracking, Google Analytics 4, Looker Studio, Performance Reporting, KPI

Optimisation: Landing Page Testing, Conversion Rate Optimisation, Digital Funnels, Managing Budgets

Platforms: Shopify, HubSpot CRM, SEMrush