



ABDUL REHMAN KHAN

PERFORMANCE MARKETER



CONTACT



+92-307-4253299



abdulrehmankhan9020@gmail.com



Lahore, Pakistan



linkedin.com/in/abdulrehmankhan009/



ark.digitallink.tech



EDUCATION

Bachelor of Information Technology

Lahore Leads University 2015-2019



CORE COMPETENCIES



Performance Marketing & Media Buying



Conversion Tracking & Analytics



Campaign Strategy & Optimization



Audience Research & Targeting



A/B Testing & CRO



Data Analysis & Reporting



E-commerce Tracking & Measurement



Branding, Content & Creative Strategy



Influencer Marketing & Outreach



Website Development (Wordpress)



CERTIFICATIONS



Google Analytics 4 Certification



Google Ads Search Certification



Google Shopping Ads Certification



Google Tag Manager Fundamentals



Semrush SEO Certification



Semrush AI-Powered Marketing Certification



Semrush Marketing Strategy Certification



Digiskills Digital Marketing Certification



Digiskills WordPress Certification



PROFESSIONAL SUMMARY

Performance Marketing Specialist with hands-on experience in Meta (Facebook & Instagram) advertising, analytics, and conversion tracking. Managed over PKR 2 million in Meta advertising spend across multiple campaigns while optimizing performance through data-driven strategies. Skilled in implementing accurate measurement frameworks using Google Tag Manager (GTM), Google Analytics 4 (GA4), Meta Pixel, Conversion API (CAPI), Microsoft Clarity, and Looker Studio to analyze user behavior and improve marketing performance.

Experienced in building WordPress websites, implementing complete e-commerce tracking, creating marketing dashboards, and supporting data-driven decision-making. Strong understanding of Google Ads, TikTok Ads, and LinkedIn Ads, including campaign strategy, audience targeting, attribution, bidding models, and performance measurement.



PROFESSIONAL EXPERIENCE

MARKETING & BUSINESS OPERATION MANAGER

(Full-time)

RS PRODUCTIONS 2019-2023

- Managed day-to-day business operations including sales, customer communication, order fulfillment, and inventory coordination.
- Planned and executed digital marketing initiatives to improve brand visibility and customer acquisition.
- Developed branding materials including packaging, labels, promotional assets, and product designs.
- Conducted competitor analysis and contributed to marketing strategy and product positioning.
- Managed customer relationships and improved service processes to enhance customer satisfaction.
- Supported business growth through branding, digital marketing, and operational improvements.

MARKETING & BRANDING ASSOCIATE

(Part-time)

MEDIMARK PHARMACEUTICALS 2021-2023

- Designed and developed the company's WordPress website to establish a professional online presence.
- Created product packaging, branding assets, and promotional marketing materials.
- Produced social media content to improve brand awareness and customer engagement.
- Assisted in marketing strategy development for pharmaceutical product promotion.
- Collaborated with internal teams to maintain consistent brand identity across marketing channels.

PERFORMANCE MARKETING EXECUTIVE

(Full-time)

WEBFOXES 2023-PRESENT

- Managed over PKR 2 million in Meta (Facebook & Instagram) advertising spend across multiple client campaigns focused on lead generation and sales.
- Planned campaign structures, audience targeting, budget allocation, and creative testing.
- Monitored campaign performance using Meta Ads Manager and Google Analytics 4, identifying optimization opportunities through data analysis.
- Implemented Meta Pixel and Conversion API to improve conversion tracking accuracy.
- Created and managed social media content supporting paid advertising campaigns.
- Coordinated influencer marketing campaigns, managed outreach, and tracked campaign progress.
- Prepared performance reports and recommended optimization strategies based on campaign data.



TOOLS & PLATFORMS

1.ADVERTISING PLATFORMS



Google Ads



Meta Ads Manager



TikTok Ads



LinkedIn Ads

2.ANALYTICS & TRACKING



Google Analytics 4



Google Tag Manager



Meta Pixel



Conversion API



Microsoft Clarity



Data Studio

3.WEB & E-COMMERCE



Wordpress



WooCommerce



Elementor Pro

4.CRM & AUTOMATION



GoHighLevel

5.DESIGN TOOLS



Canva



CorelDraw



Adobe Illustrator

6.SEO



Google Search Console



Semrush



Google Keyword Planner

7.PRODUCTIVITY



Google Sheets



Microsoft Office



Claude



TECHNICAL SKILLS



PERFORMANCE MARKETING

- Meta Ads
- Google Ads
- TikTok Ads
- LinkedIn Ads
- Company Strategy
- Audience Targeting
- A/B Testing
- Conversion Optimization



ANALYTICS & TRACKING

- GA4
- GTM
- Meta pixel
- Conversion API
- DataLayer Implementation
- Enhanced E-commerce Tracking
- Microsoft Clarity
- Data Studio



WEB & E-COMMERCE

- Wordpress
- WooCommerce
- Elementor Pro
- Landing Page Development
- Website Optimization
- Basic HTML/CSS



CRM & AUTOMATION

- GoHighLevel
- Email Marketing
- Automation Workflows
- Lead Management



TECHNICAL PROJECTS



GA4 & GTM E-COMMERCE TRACKING IMPLEMENTATION

Implemented complete GA4 and Google Tag Manager tracking for a WooCommerce website, including page_view, view_item, add_to_cart, begin_checkout, purchase events, Data Layer configuration, custom variables, triggers, and validation using Tag Assistant and DebugView.



META PIXEL & CONVERSION API IMPLEMENTATION

Configured Meta Pixel and Conversion API integration for accurate browser and server-side event tracking. Verified event quality through Test Events and Events Manager.



MICROSOFT CLARITY USER BEHAVIOR ANALYSIS

Integrated Microsoft Clarity with a WooCommerce website to analyze heatmaps, session recordings, rage clicks, dead clicks, and user behavior for website optimization.



LOOKER STUDIO DASHBOARD

Built an interactive analytics dashboard using GA4 data to visualize website traffic, user behavior, conversions, and e-commerce performance.



WORDPRESS & WOOCOMMERCE WEBSITE DEVELOPMENT

Designed and developed a fully functional WooCommerce website integrated with GA4, GTM, Meta Pixel, and Microsoft Clarity to practice complete performance marketing implementation.



SOCIAL MEDIA CONTENT & BRAND DESIGN

Created engaging social media creatives and brand designs for multiple industries, including healthcare, wellness, solar energy, fashion, bird products, and food. Designed posts for organic content and paid advertising.



INFLUENCER MARKETING & OUTREACH MANAGEMENT

Planned influencer campaigns, managed outreach, coordinated collaborations, and tracked performance to increase brand awareness and conversions.



MARKETING STRATEGY DEVELOPMENT

Developed data-driven marketing strategies, including audience research, competitor analysis, funnel planning, and growth strategies to achieve business objectives.



LANGUAGES

- English
- Urdu
- Punjabi
- Pashto