UMAIR MUJAHID

Digital Marketing Specialist

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SUMMARY

Digital Marketing Specialist with 4+ years of hands-on experience in Google Ads, Meta Ads, SEO, and conversion tracking, and 12+ years of broader professional experience in business management. Founder of ZanroDigital, a digital marketing agency. IDM Pakistan Advanced Digital Marketing certified (94/100). Skilled at building websites and running data-driven ad campaigns that grow revenue.

SKILLS

Google Ads (Search, Display, PMax) • Meta Ads • TikTok/Snapchat/LinkedIn Ads • SEO • GA4 & GTM • WordPress & Shopify • Email Marketing • Client Management & Team Leadership

EXPERIENCE

Digital Marketing Consultant — Alpha Dezign
2026 – Present (1 week)

- Managing Google Ads campaigns for the client.

Founder — ZanroDigital
2026 – Present (2 months)

- Run a digital marketing agency managing Google Ads, Meta Ads, SEO, and tracking for clients.

Digital Marketing Consultant — Vynka Store
2025 – 2026

- Managed Meta Ads and Google Ads for an online jewellery e-commerce store.

Co-Founder — Threads & Collars
Jan 2025 – Present

- Increased revenue 2.5x vs 2024; digitized operations from manual registers to Excel.

Digital Marketing Consultant — Azlan Associates
2022 – Present

- Manage Google Ads, Meta Ads, and ongoing SEO for the business.

Website Developer — Jia Khan Couture
2022 – Present

- Built and maintain an e-commerce website for a fashion brand.

Real Estate Agent / Office Manager — Real Estate Business
Mar 2015 – 2022

- Led lead generation and a team of 4; grew earnings to PKR 6–7 Crore from PKR 50,000.

EDUCATION

2025 Advanced Digital Marketing Certification — IDM Pakistan (Score: 94/100)

2013 B.Com — Started, 1st Year Completed

2011 Intermediate (Inter)

KEY ACHIEVEMENTS

- Real Estate: Earned PKR 6–7 Crore, starting from PKR 50,000
- Threads & Collars: Increased revenue 2.5x in the first year
- Digital Marketing: Built 5 websites and managed ad campaigns for 10+ clients