Muhammad Hasaan

Performance Marketing Specialist

Dubai, UAE | +971 52 728 7619 | hasaanfaiz98@gmail.com | LinkedIn | Portfolio | Visa Status: Cancelled

SUMMARY

Performance Marketing Specialist with 5+ years of UAE experience in paid media, lead generation, SEO, and conversion tracking. At ANWA Properties, a Dubai real estate brokerage, managed Meta Ads budgets of up to AED 40,000 per month, generated 4,300+ investor leads from the UK and Singapore, and reduced cost per lead by 67%. Managed AED 1M+ in cumulative ad spend across Meta and Google Ads for real estate, interior design, healthcare, and B2B services. Hands-on with Meta Ads, Google Ads, TikTok Ads, GA4, Google Tag Manager, Meta Pixel, and CRM lead workflows.

SKILLS

Paid Media: Meta Ads (Advantage+, Lead Ads, Instant Forms), Google Ads (Search, Display, Shopping, Performance Max), TikTok Ads, retargeting, audience segmentation, A/B creative testing, bid and budget optimization

KPIs: CPL, CPA, ROAS, CTR, conversion rate optimization (CRO)

Analytics & Tracking: GA4, Google Tag Manager, Meta Pixel, Microsoft Clarity, custom conversions, UTM tracking, campaign attribution, Looker Studio, Google Search Console, Microsoft Excel

SEO: Keyword research, on-page, off-page, and technical SEO, SEO audits, SEMrush, Ahrefs, WordPress, Yoast SEO

CRM & Automation: GoHighLevel, Bitrix24, lead distribution, email marketing workflows

Creative: Ad copywriting, Reels production, video editing, Adobe Photoshop, Illustrator, Premiere Pro, Canva Pro, CapCut Pro

EXPERIENCE

Performance Marketing Specialist | True Interiors, Abu Dhabi, UAE **Aug 2026 – Present**

Architect-led interior design, fit-out, and renovation company serving villas, homes, and commercial spaces across the UAE.

- Manage Google Search and Meta Ads campaigns with a monthly marketing budget of AED 20,000, generating consultation requests for interior design, fit-out, and renovation projects.
- Set up Google Tag Manager, GA4, and Meta Pixel tracking for consultation form submissions, WhatsApp clicks, and phone clicks.
- Use Microsoft Clarity heatmaps and session recordings to find drop-off points and improve landing pages and the consultation form.
- Run SEO for trueinteriors.ae, including keyword research, on-page optimization of service pages, and technical SEO audits.
- Built Looker Studio dashboards to report ad spend, leads, and cost per lead to management.

Performance Marketing Specialist | ANWA Properties, Dubai, UAE **Jan 2025 – May 2026**

Dubai real estate brokerage marketing developer projects to high-net-worth investors in the UK and Singapore.

- Managed monthly Meta Ads budgets of up to AED 40,000 across lead-generation campaigns for premium residential projects.
- Generated 4,300+ investor leads through Meta Lead Ads and Instant Forms in the UK and Singapore.
- Reduced CPL by 67% through creative testing, audience refinement, retargeting, and phased budget scaling.
- Grew monthly lead volume by 50% by restructuring campaigns and reallocating budget to top-performing ad sets.

- Set up full conversion tracking with Google Tag Manager, GA4, Meta Pixel, and custom conversions for lead forms, thank-you pages, and WhatsApp clicks, giving accurate attribution across all campaigns.
- Lifted ad CTR by 43% by producing and testing new visuals, Reels, and copy variations; managed the Instagram content calendar.
- Worked with sales agents in GoHighLevel CRM to distribute leads, track follow-ups, and feed lead-quality insights back into targeting.
- Supported website SEO through keyword research, on-page optimization of project and landing pages, and performance monitoring in Google Search Console.

Marketing Executive, SEO & Paid Media | YAKKA Technical Services, Sharjah, UAE **Jul 2023 – Dec 2024**

B2B technical services company.

- Increased total monthly service inquiries (calls, WhatsApp, and forms) by 40% by managing B2B Meta Ads and Google Search and Display campaigns.
- Grew website form submissions by 25% through landing-page optimization, keyword bid adjustments, search-term refinement, and audience targeting.
- Ranked 15+ target keywords on Google page one and increased organic traffic by 30% in six months through SEO audits, content optimization, and internal linking, using Ahrefs, SEMrush, Google Search Console, WordPress, and Yoast SEO.
- Set up GA4, Google Tag Manager, and Meta Pixel tracking for form submissions, thank-you pages, WhatsApp clicks, and campaign conversions.
- Built Looker Studio and Excel dashboards for traffic, leads, budget pacing, and cost per inquiry, used to move spend from underperforming ad sets to stronger campaigns.
- Ran Meta and TikTok content calendars, covering planning, creative production, publishing, and community engagement.

Social Media Manager | Dream Pharmacy, Abu Dhabi, UAE **Nov 2020 – May 2023**

Healthcare retail pharmacy.

- Reduced Google Ads cost per conversion by 10% within six months while managing Google Ads and Facebook and Instagram campaigns.
- Improved paid-media CTR by 25% by refreshing ad copy, display banners, social creatives, and audience segments.
- Increased organic website traffic by 15% in 10 months through on-page SEO and content optimization.
- Produced social graphics, videos, and Reels in Photoshop, Illustrator, Premiere Pro, Canva Pro, and CapCut Pro; managed community engagement and worked with photographers, designers, and developers.

EDUCATION

BS (Hons) Computer Science | Virtual University of Pakistan | 2025

CERTIFICATIONS

Digital Marketing, DigiSkills (2020) | Graphic Design, DigiSkills (2020) | Video Editing & Vlogging, DigiSkills (2022)

LANGUAGES

English (Fluent) | Urdu (Native) | Punjabi (Native)