

Badar Munir

DIGITAL MARKETING MANAGER | PERFORMANCE MARKETING SPECIALIST

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Professional Summary

A certified Digital Marketing Manager with over 4 years of experience specializing in paid advertising and performance marketing. I have a proven track record of delivering data-driven results for brands in the fast-food, real estate, education, and B2B sectors. I am skilled in leading teams and executing high-ROI campaigns across various channels, including Google Ads, Meta, and TikTok. My expertise lies in combining creative strategies with analytical insights to build scalable campaigns that effectively drive conversions.

Work Experience

Ace Cleaners | Slough, UK

Digital Marketing Intern | May 2025 – Aug 2025

- Executed UK-based lead generation campaigns through hands-on SEO, paid media, and content marketing
- Helped to develop campaign ideation, creative reviews, and performance optimization across Meta and Google Ads.
- Assisted in preparing reports and analyzing campaign data to support continuous improvement and ROI tracking.

JnS Education | Islamabad, Pakistan

Digital Marketing Manager (Contract) | May 2024 – Aug 2024

- Boosted website traffic by 28% through targeted SEO content development and optimized paid campaigns.
- Increased student admissions by 18% via high-converting lead generation strategies.
- Led a 6-member team to design and implement multi-platform strategies.
- Increased brand awareness by 30% through targeted marketing campaigns and PR campaigns.

Ben Da'ood Studios | Islamabad, Pakistan

Digital Marketing Manager | March 2023 – May 2024

- Achieved 40% ROI growth through data-driven performance marketing strategies, utilizing analytics to optimize campaigns and enhance engagement across targeted demographics.
- Reduced costs by 20-30% for several campaigns via A/B testing and real-time analytics.
- Led and mentored a team of over 20 members to increase audience engagement across multiple platforms for various clients.
- Strategized content plans, resulting in a 20% follower increase on social media.

LandLife Properties | Islamabad, Pakistan

Digital Marketing Executive / July 2022 – March 2023

- Generated over 300 quality leads per month through targeted Google and Meta advertising campaigns, contributing to an increase in sales by 16%.
- Enhanced conversion rates by 20% through targeted segmentation and retargeting strategies, resulting in increased engagement and revenue.
- Created engaging content and ensured consistent brand messaging across platforms.

Digital Genix | Remote

Social Media Specialist | May 2021 – June 2022

- Managed social media platforms to increase engagement and brand recognition for clients.
- Designed tailored social media campaigns to increase visibility and foster audience relationships.
- Monitored analytics metrics to evaluate campaign success and implement improvements.

Core Competencies & Technical Skills

- **Tools & Platforms:** Meta Ads Manager, Google Ads, TikTok Ads, SEMrush, Google Analytics, WordPress, Whatsapp API, Mailchimp
- **Soft Skills:** Communication, Stakeholder Management, Team Leadership, Project Management, Collaboration, Time Management
- **Analytical:** Analytical Thinking, Problem-Solving, Data Analysis
- **Strategy:** PPC, CRO, SEO, A/B Testing, Lead Funnels, Email Campaigns
- **Content & CRM:** Copywriting, HubSpot, Bitrix 24

Education

MSc Digital Marketing

University of Salford, Manchester, UK | Sep 2024 – Sep 2025

Bachelor of Business Administration (BBA)

National University of Modern Languages, Pakistan | Sep 2016 – June 2020

Certifications

- Advanced GA4 - (LinkedIn Learning 2025)
- B2B Marketing Foundations - (LinkedIn Learning 2025)
- Social Media Marketing for Small Business - (LinkedIn Learning 2024)
- Google Ads Search Professional Certification - (Google 2023)
- Google Digital Marketing & Ecommerce Specialization - (Coursera 2023)
- Attract and Engage Customers with Digital Marketing - (Coursera 2023)
- Microsoft Advertising Certified Professional - (Microsoft 2022)
- Google Ads Display Certification - (Google 2023)
- SEMrush SEO Crash Course with Brian Dean - (SEMrush Academy 2022)
- Digital Marketing Certified - (HubSpot Academy 2022)