

# Badar Munir

Paid Media & Performance Marketing Specialist

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## Professional Summary

Paid Media Manager with 4+ years of experience scaling performance campaigns across Google Ads, Meta, and TikTok for food & beverage, real estate, and education brands. Delivered a 36.88 average ROAS for a national food chain, cut cost-per-lead by 60–75% for a real estate client generating 300+ leads/month, and directed lead generation across five Middle Eastern markets. Recently completed MSc in Digital Marketing from the University of Salford, combining international campaign expertise with active UK market experience.

## 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

## Core Competencies & Technical Skills

- **Paid Media Platforms:** Meta Ads Manager, Google Ads (Search, Display, Performance Max), TikTok Ads, Microsoft Advertising, Snapchat Ads
- **Analytics & Tracking:** GA4, Google Tag Manager, Meta Pixel, Conversion Tracking, SEMrush
- **Performance Marketing:** ROAS Optimization, CPL Reduction, Lead Generation, CRO, Retargeting Funnels, A/B Testing
- **CRM & Automation:** HubSpot, Bitrix24, Mailchimp, WhatsApp API
- **Other:** SEO, WordPress, Campaign Reporting, Copywriting, Cross-functional Team Collaboration

## Work Experience

### Digital Marketing Intern | [Ace Cleaners](#) | Slough, UK

May 2025 – Aug 2025

Industry internship as part of MSc Digital Marketing

- Executed UK-based lead generation campaigns across paid search, paid social, and SEO, contributing to measurable pipeline growth.
- Managed end-to-end campaign workflow across Meta and Google Ads — from brief and creative review through to performance optimization.
- Produced weekly performance reports tracking CPL, CTR, and ROAS to support data-led decision-making.

### Digital Marketing Manager (Contract) | [JnS Education](#) | Islamabad, Pakistan

May 2024 – Aug 2024

- Managed Meta lead generation campaigns across UAE, Kuwait, Bahrain, Saudi Arabia, and Qatar markets.
- Built a dual-channel lead funnel using Meta lead forms and WhatsApp conversion flows, contributing to an 18% increase in student admissions.
- Improved organic traffic by 28% through coordinated SEO and paid content strategies.

Agency role managing multiple brand accounts

Key clients: Cheezious • Rewayat Restaurant • Rewayat Events • Lit • Ginyaki • Savour Foods

- Cheezious (Food Delivery): Achieved up to **36.88 Meta ROAS** across promotional and retargeting campaigns for a national restaurant chain.
- Rewayat Restaurant: Reached **6M+ unique users** and generated **22.5M impressions** across 2024. Branch launch campaign hit 1M+ reach and 404K engagements at Rs0.74/engagement. Ramadan campaign achieved 2.2M reach at Rs0.57/result.
- Rewayat Events (Catering Launch): Generated 1,706 WhatsApp leads at Rs251 average CPR across 251K targeted users, converting a strong share into confirmed catering bookings.
- Lit Restaurant: Supported brand expansion from **2 to 5 branches** in 12 months. Campaigns reached 7.15M people and generated 28.65M impressions; engagement ads delivered as low as **Rs0.04 per engagement**.
- Ginyaki Restaurant: Consistently delivered CPE **66–76% below industry benchmarks** (e.g., Rs0.18–0.23 vs sector average of Rs0.51–0.83) through optimized Meta creative and audience targeting.
- Savour Foods: Ran seasonal Thru Play and engagement campaigns (Ramadan, PSL, New Year) maintaining high interaction rates at low cost-per-result across Islamabad, Rawalpindi, and Lahore.

Digital Marketing Executive | LandLife Properties | Islamabad, Pakistan

July 2022 – March 2023

- Generated **300+ quality leads/month** through Google and Meta advertising, contributing to a **16% increase in sales**.
- Reduced cost-per-result by **60–75%** vs competitors through audience segmentation overhaul, lead form optimization, and strategic budget reallocation across underperforming ad sets.
- Implemented custom and lookalike audiences using CRM data and website visitor lists to improve lead quality and pre-qualification rates.
- Grew Facebook reach by **94%** and Instagram reach by 507% organically in one month through targeted content strategy.

Social Media Specialist | Digital Genix | Remote

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.

## Certifications

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- Advanced GA4 - (LinkedIn Learning 2025)
- B2B Marketing Foundations - (LinkedIn Learning 2025)
- Google Ads Search Professional Certification - (Google 2023)
- Google Digital Marketing & Ecommerce Specialization - (Coursera 2023)
- Microsoft Advertising Certified Professional - (Microsoft 2022)
- Google Ads Display Certification - (Google 2023)
- Digital Marketing Certified - (HubSpot Academy 2022)