



Asmat Ullah

Digital Marketing Expert
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Digital marketing specialist with 5+ years of experience executing online marketing strategies. Past experience includes managing Facebook & Google Ads for 60+ different clients all around the globe at a 4-figure monthly ad spend. Achieved 50X ROAS on e-commerce brands within the first three months.

WORK EXPERIENCE

Digital Marketing Specialist Ence Marketing Group

03/2019 - 07/2021

Singapore

www.encemarketing.com

Achievements/Tasks

- A Digital Marketing agency based in Singapore. I have worked with this firm for more than 11 months.
- I have managed E-commerce and B2B businesses while working with this company.
- Managed a total of over \$80,000 in ad spend per month.
- Handled multiple clients at a time. Improved their overall CTR, CPC, and ROAS(100:1). Brought 100X ROAS.
- Create, Manage, and Optimize the content strategy, brainstorm new techniques using existing data, enhance the performance of the campaigns according to ascending algorithms, and run competitive ads with maximum ROI.
- Creating analytical reports, updating the KPI goals, Pixel/tag manager Installation, weekly audience research, and Website WordPress Development.

Advertising Manager Kvell Marketing

02/2021 - 06/2022

United States of America

<https://www.kvell.cc/>

Achievements/Tasks

- Worked directly with company clients managing their Facebook and Google Ad Accounts.
- Managed a total of over \$60,000 in ad spend per month.
- Achieved average of 150% ROAS overall ad accounts.
- Led the marketing team of 10 persons.
- Managed and Executed all the content strategies, copywriting, Pixel and Tag manager events, Audience research, and CBO.

SKILLS

Google Ads

Facebook Ads

SEO

Copywriting

Google Analytics

Facebook Pixel

Google Tag Manager

TikTok Ads

Content Marketing

Social Media Marketing

Organic Growth

Conversion Rate Optimization

CBO

Content Creation

WordPress

Teamwork

CERTIFICATES

Advertising Specialist Certified - HubSpot
(07/2019 - 10/2025)

SEO Fundamental Exam - SemRush
(04/2020 - 06/2023)

Google Ads Search Certification (02/2022 - 02/2024)

EDUCATION

Bachelor of Software Engineering University of Management & Technology.

07/2013 - 09/2017

Lahore, Pakistan