

HASEEB QURESHI

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Karachi, Pakistan



PROFESSIONAL SUMMARY

Results-driven Media Buyer with expertise in Meta Ads, and e-commerce scaling. Proven track record in managing and optimizing ad campaigns, reducing CPA, increasing ROAS, and driving profitable sales growth. Passionate about data driven marketing, Creative strategies, and audience segmentation to maximize ad performance and conversion rates.

PROFESSIONAL EXPERIENCE

Media Buyer | HQ Adstar | March 2024 – Present

- Managed **5 ad accounts** in the fashion niche, optimizing ad campaigns for maximum ROAS.
- Implementing audience strategies, creative strategies and content strategies.
- Scaled a Brand up to **11x ROAS**

Social Media Executive | Mount Logistic | March 2022 – Nov 2023

- Managed and optimized **Facebook & Instagram** social media pages for engagement.
- Responded to customer queries, enhancing brand reputation and increasing **lead conversion**.
- Conducted **competitor analysis** and improved organic content strategy.

Sales Executive | RS Logistic | Apr 2021 – Feb 2022

- Generated qualified leads through cold calling, email outreach, and social media.
- Effectively communicated with prospects, increasing conversion rates by 15%

SKILLS

- Meta Ads
- Snapchat Ads
- Canva
- Problem-Solving
- Critical Thinking
- Analytical Skills
- Creative strategies
- Microsoft Office
- Google Sheets
- Creatives & Ad Copywriting

CERTIFICATES

- Social Media Management
- Masterclass In Marketing Psychology
- Marketing Psychology With Neuromarketing
- The Fundamental Of Digital Marketing
- Foundations Of Digital Marketing And E-Commerce
- Google Analytics For Beginners
- Protection Gender & Inclusion PGI

ACADEMIC DETAILS

MSc Psychology [Industrial / Organizational] | Karachi University | CGPA 3.2

Intermediate (HSC) | Govt College for Men, Nazimabad | 2017 – 2019 | Grade: A

VOLUNTEER EXPERIENCE

Pakistan red crescent society | Forefront Worker, COVID-19 Response & Urban Flood Relief (2020 – 2024)

United nation habitat | Resource Person (2021)

