



Zubair Arshad

Performance Marketer &
Programmatic Advertiser

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SUMMARY

A certified digital marketer with 10+ years of Diversified experience in Programmatic Advertising (Media Buying), Performance Marketing, and Search Engine Optimization. From marketing research to effective digital marketing campaigns, I worked with many clients / digital marketing agencies and successfully achieved goals.

Tools:

Meta Tools | Google Tools | 3rd Party SEO Tools | DV360 | MediaMath | Oracle Blukai | Lotame | CM360 | Sizmek | Rubicon | PubMatic | Google Tag Manager | GA4 | Adobe DTM

Industries:

Software | Retail | F&B | Healthcare | E-commerce | Real Estate | Education | Logistics | Tourism | Entertainment | Hospitality | Banking



WORK EXPERIENCE

» Performance Marketing Specialist at VIS Dubai

Nov 2023 - Present | Dubai, UAE

- Led a team of programmatic media buyers and digital marketing specialists, ensuring they met or exceeded targets.
- Negotiated advantageous media buying deals, reducing advertising spend while maintaining campaign effectiveness.
- Implemented data-driven strategies, increasing campaign ROI by demonstrating the ability to drive measurable results.
- Maintained a high level of client satisfaction through effective communication, strategic insights, and the delivery of successful campaigns aligned with client objectives.
- Introduced and integrated new ad tech tools and platforms, enhancing targeting capabilities and campaign efficiency.
- Implemented training programs that enhanced the skills of team members, resulting in improved campaign performance and client satisfaction.
- Received accolades from clients for exceptional campaign management and contribution to their business growth.

» Programmatic Media Buyer at Al Nukhba Center

Sept 2022 - Nov 2023 | Abu Dhabi, UAE

- Utilized industry-leading programmatic advertising tools such as Google Display & Video 360 (DV360) and The Trade Desk to optimize campaign performance, improve click-through rates (CTR), and conversion rates.
- Managed advertising budgets effectively using tools like DoubleClick by Google (now Google Ad Manager) to ensure cost efficiency.
- Collaborated closely with clients, leveraged marketing automation tools like HubSpot and Marketo, and understood their unique needs and market dynamics, resulting in an increase in client retention and the expansion of services.
- Spearheaded the implementation of advanced ad targeting techniques with tools like Adobe Audience Manager and Salesforce DMP, resulting in a reduction in cost per acquisition (CPA) and improved audience engagement.



SKILLS

Programmatic Advertising (Media Buying)
Social Media Marketing (SMM)
Search Engine Marketing (SEM)
Search Engine Optimization (SEO)
Conversion Rate Optimization (CRO)
Communication and Collaboration
App Store Optimization (ASO)
Analytical and Technical Skills
B2B & B2C Marketing
Affiliate Marketing
Influencer Marketing
Lead Generation
Pay Per Click (PPC)
Content Marketing
Brand Management
Growth Hacking
Email Marketing
Video Marketing



FUNCTIONAL AREA

- Programmatic Media Buying
- Cross-channel Marketing
- Media Mix Modeling
- Performance Marketing
- Digital Marketing



QUALIFICATION

» EDUCATION

University of South Asia

- **BSCS**, (Computer Science)

January 2017 | Lahore, Pakistan

» CERTIFICATION

Meta Certified Creative Strategy
Professional

Meta | April 2023 - April 2024

Link: <https://tinyurl.com/MetaCSPro>

- Acted as a subject matter expert in digital marketing trends, regularly provided insights and recommendations using tools like SEMrush and Moz to enhance campaign performance and maintain a competitive edge in the industry.

» Sr. Marketing Executive at Fiverivers Technologies (Pvt.) Limited

Oct 2020 - Aug 2022 | Lahore, Pakistan

- Implemented a comprehensive SEO strategy that significantly increased organic website traffic and improved keyword rankings.
- Developed and executed a highly targeted social media advertising campaign that greatly enhanced conversions and reduced the cost per acquisition.
- Successfully managed and optimized PPC campaigns across multiple platforms, consistently improving CTR and conversion rates while effectively controlling ad spend.
- Significantly improved email open rates and click-through rates through the implementation of personalized and segmented email marketing campaigns.
- Optimized website conversion rate through A/B testing, user experience improvements, and strategic landing page optimizations.
- Successfully launched and managed a content marketing strategy that substantially increased blog traffic and led to significant growth in lead generation.

» Performance Marketing Specialist at NetelSoft

Jun 2017 – Sep 2020 | Lahore, Pakistan

- Conducted in-depth keyword research and analyzed to optimize website content and improve organic search rankings.
- Planned and executed paid advertising campaigns across various platforms such as Google Ads, social media advertising, and display networks to drive targeted traffic and conversions.
- Monitored and analyzed website analytics and conversion data to identify opportunities for optimization and improvement.
- Developed and managed email marketing campaigns, including creating engaging content, segmenting the audience, and analyzing campaign performance.

» Digital Marketing Executive at Secure Digital Apps

Feb 2014 – May 2017 | Lahore, Pakistan

- Developed and executed comprehensive digital marketing strategies to drive brand awareness, customer acquisition, and lead generation.
- Managed and optimized online advertising campaigns across various digital channels, including social media, search engines, email marketing, and display advertising.
- Analyzed and reported on key performance indicators (KPIs) to measure the effectiveness of digital marketing initiatives and provided recommendations for improvement.

PMI Agile Certified Practitioner
(PMI-ACP)

PMI | August 2022 - August 2025

Link: <https://tinyurl.com/PMI-Badge>



LANGUAGES

- » English
- Urdu
- Hindi