



Syed Zaid Sajid

Performance Marketer · Meta Ads and Google Ads

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SKILLS

PAID MEDIA

Meta Ads Google Ads
TikTok Ads LinkedIn Ads
Instagram Ads
Social media ads

TRACKING AND DATA

GA4 GTM Meta Pixel
Meta CAPI Triple Whale
Shopify Analytics

METRICS

ROAS MER CPA
CPL CTR AOV RPV

PLATFORMS

Shopify GoHighLevel
HubSpot Mailchimp
WordPress ClickUp
Trello Slack

CREATIVE TOOLS

Canva CapCut
HeyGen VEED

STRATEGY

- Creative testing and scaling
- Full-funnel strategy
- Creative briefs and UGC direction
- CRO and landing pages
- Lead generation
- Audience research and personas
- Performance reporting

SOFT SKILLS

- Team leadership
- Client communication
- Data-driven decisions
- Project management

EDUCATION

BBA (Hons.) Marketing
Iqra University, Islamabad

PROFILE

Performance Marketer and Media Buyer with 5 years of experience scaling DTC ecommerce and lead generation brands across the US and Gulf markets. Currently manages **\$200K+ in monthly Meta ad spend** and leads a cross-functional growth pod of creative strategists, copywriters, editors and CRO developers at TMC Marketers. Delivered a **40% CPA reduction** across \$150K+/mo in Google Ads spend for US medical clinics. Specialized in full-funnel strategy, creative testing, conversion tracking (GA4, GTM, Meta CAPI) and data-driven scaling.

EXPERIENCE

TMC Marketers · Media Buyer and Pod Lead

Dec 2025 to Present

- Lead a full-stack ecom growth pod of creative strategists, copywriters, video editors and CRO developers, owning the funnel from first impression to purchase.
- Manage **\$200K+/mo in Meta ad spend** for 6 and 7 figure US DTC brands (\$15K to \$100K per account) in health, beauty, fashion, electronics and eyecare.
- Build growth strategies, scaling frameworks and creative testing systems, using Triple Whale, Shopify and Meta Ads Manager to decide what to test, scale and cut.
- Brief and direct creative, from hook development and angle testing to UGC and scripted ad content.
- Work with developers on landing page messaging and offer positioning to lift conversion rates and reduce funnel drop-off.

RepStack · Media Buyer

Jul 2025 to Aug 2026

- **Vitality Medical Marketing Group** (Senior Media Buyer, Oct 2025 to Jun 2026): managed **\$150K+/mo in Google Ads** for US hair restoration and med spa clinics. Cut cost per conversion **40%** (\$189.93 to \$113.44) and grew conversions from 4,112 to 6,667 at similar spend.
- **Pipeline Pro** (Inc. 5000 SaaS): planned and ran full-funnel ad campaigns that drove **150+ sales**.
- Led audience research and multi-platform budgets, ran A/B tests on messaging, creatives and bidding, and reported insights to clients.

SABTECH Energy · Head of Marketing

Mar 2024 to May 2025

- Led all paid media and the company's online presence, building landing pages and generating quality leads through DMs and UGC.
- Created content for marketing channels, tracked campaign performance and worked with vendors on pricing updates.

Freedom Brokers · Media Buyer (part-time)

Oct 2023 to Jul 2025

- Ran Facebook and Instagram campaigns for multiple ventures, optimizing for conversions and tracking CTR, CPL, ROAS and CPC.
- Set up tracking with GTM, GA4, Meta Pixel and CAPI, built GoHighLevel automations and produced creatives with AI tools.

ClickBoss · Growth Marketing Manager

Oct 2023 to Apr 2024

- Planned integrated campaigns for UAE clients and liaised between agency partners, clients and vendors across regions.
- Owned content initiatives to drive traffic and engagement, and monitored performance KPIs.

Growth Marketing Associate

Apr 2023 to Oct 2023

- Monitored client campaigns, ran brand audits and supported sales with discovery calls.

DevDot · Media Buyer

Jul 2022 to Jan 2023

- Ran and optimized Facebook ads for ecommerce ventures, including copy, buyer personas and creative direction.

Own Ecommerce Stores · Founder and Media Buyer

2021 to 2022

- Launched and ran my own ecommerce stores, managing Meta ads with my own budget.