



HAMID ISHTIAQ

ABM | Performance Marketing Specialist

About Me

Results-driven Account-Based Marketing (ABM) & Performance Marketing Specialist with hands-on experience in Google Ads, Meta Ads, B2B lead generation, and data-driven campaign optimization..



+92 318 9381184



hamidishtiaq6@gmail.com



H # 51/4 D, Street 39, F 6/1
Islamabad

Language

- English
- Urdu
- Pashto

Expertise

- ABM Strategy & Execution
- Target Account Research
- B2B Lead Generation
- B2c Lead Generation
- Google Ads
- Meta Ads
- Leadership
- Social Media Management
- Creative Strategy

Experience

Shyft Digitally Canada Inc

Google / Meta Ads Manager (April 2024 - Present)

- Planned and executed B2B & B2C focused paid media campaigns targeting high-intent and high-value accounts across Canada.
- Built segmented audiences based on industry, intent signals, and funnel stage to support ABM-style targeting.

Assasa 92 Marketing

Digital Marketing Manager (June 2023 - February 2024)

- Led data-driven B2B and real estate marketing campaigns, focusing on high-ticket client acquisition.
- Designed targeted ad strategies tailored to specific buyer personas and business accounts.

Roofs N Keys Marketing

Digital Marketing Associate (Jan 2022 - June 2023)

- Executed SEO, SEM, and paid social strategies to generate qualified business leads.
- Supported account-focused campaigns by tailoring messaging to specific client segments.

Moin Publications

Media Buyer | Facebook Ads (2021 - 2022)

- Strategically managed Facebook ad campaigns as a Media Buyer at MP, optimizing ad performance and maximizing ROI.

Gulautos.pk - Internship

Content Writer & Social Media Manager (2020 - 2021)

- Successfully curated and executed social media strategies.
- Elevated brand engagement and customer interaction.

Education

City University of Science and Information Tecnology

Bachelor of English Literature (Completed)

Certifications

META Inc.

Fundamentals of Social Media Advertising

Google SkillShop

Fundamentals of Digital Marketing

Aptly - Marketing with Tiktok Specialization Course

Understanding Tiktok & Its Users
Marketing with Tiktok

DigiSkills.pk

Digital Marketing
Search Engine Optimization
E-Commerce Management
Creative Writing