AQIB HUSSAIN

Growth and Internet Marketing Expert | Performance Marketing Strategist

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PROFESSIONAL SUMMARY

Performance-driven Digital Marketing Professional with 8+ years of proven success in scaling 150+ brands globally across diverse industries. Expert in strategic growth planning, campaign optimisation, and sROI-focused marketing initiatives with demonstrated ability to generate 10x-30x revenue growth through data-driven digital campaigns.

Industry Expertise: Real Estate | E-commerce | EdTech | FinTech | Healthcare | SaaS | Hospitality | Automotive
Core Competencies: Paid Media Strategy | Lead Generation | Conversion Optimization | Brand Awareness | Performance Analytics | Data Analysis | ATL & BTL Activities | P&L | Event Orginisation

CORE TECHNICAL SKILLS

Digital Advertising Platforms: Google Ads | Meta Ads (Facebook/Instagram) | LinkedIn Ads | Twitter X Ads | Snapchat Ads | Amazon Ads | Flipkart Ads | Bing Ads | Taboola Ads | ShareChat Ads | YouTube Ads | Native Advertising

Analytics & Optimization Tools: Google Analytics | Google Tag Manager (GTM) | Data Studio | Search Ads 360 (SA360) | Display & Video 360 (DV360) | DoubleClick Campaign Manager (DCM) | Facebook Ads Manager | Conversion Tracking

Technical & Development: HTML & CSS | WordPress Development | Shopify | SEO/SEM | Email Marketing Automation | WhatsApp Marketing | A/B Testing | Landing Page Optimization

Marketing Specializations: Search Engine Marketing (SEM) | Social Media Marketing (SMM) | Pay-Per-Click (PPC) | Display Advertising | Shopping Ads | Video Marketing | Affiliate Marketing | Content Strategy

PROFESSIONAL EXPERIENCE

Growth and Internet Marketing Specialist | PropTiger.com (REA India)

January 2025 - Present | Bengaluru, Karnataka

- **Campaign Management:** Execute end-to-end paid media campaigns across Meta, Google, and Native Ads platforms for real estate lead generation
- **Performance Optimisation:** Implement data-driven strategies resulting in improved lead quality, conversion rates, and ROAS optimisation.
- **Market Research:** Conduct comprehensive market analysis and competitor research to develop targeted acquisition strategies
- **ROI Focus:** Continuously analyze and optimize campaigns with emphasis on cost-per-lead reduction and sales efficiency improvement.
- **Offline Marketing:** ATL & BTL Activities, Event Orgnisation.

Campaign Manager | IM Solutions

December 2021 - November 2024 (3 years) | Bengaluru, Karnataka

- **Multi-Platform Campaign Management:** Orchestrated integrated advertising campaigns across 10+ digital platforms, including Facebook, Google, Instagram, Twitter, Snapchat, YouTube, LinkedIn, Amazon, and Native Ads
- **Brand Launch Success:** Successfully launched Wolfhound Motors in India through comprehensive digital marketing strategy and execution
- **Industry Diversification:** Managed high-performance campaigns across 15+ industries: Real Estate, EdTech, Healthcare, FinTech, Banking, Hospitality, Automotive, IT, E-commerce, SaaS, Beauty Care, and Home Furnishing
- **Advanced Targeting:** Implemented sophisticated audience segmentation, demographic targeting, A/B testing, and conversion tracking methodologies
- **E-commerce Expertise:** Specialized in Shopping Ads optimization, Google Merchant Center management, and e-commerce conversion tracking

Campaign Types Managed:

- Brand Awareness & Reach Campaigns
- Lead Generation & Call Campaigns
- Mobile App Install Campaigns
- Catalog & Shopping Campaigns
- Video & Display Campaigns
- Conversion & Sales Campaigns

Digital Marketing Manager | Engineers Career Group

January 2021 - December 2021 (1 year) | Chandigarh, India

- **Team Leadership:** Headed cross-functional team to develop comprehensive EdTech platform and digital infrastructure
- **Revenue Growth:** Achieved exceptional 100x revenue growth through strategic Facebook Ads optimization and funnel enhancement
- **Multi-Channel Strategy:** Executed integrated campaigns across Google Ads, Facebook Ads, Email Marketing, and WhatsApp Marketing
- **Live Operations:** Managed live streaming operations across social media platforms and YouTube for educational content delivery

Digital Marketing Executive | Global Innovations

November 2017 - February 2021 (3 years 4 months) | Srinagar Area, India

- **Lead Generation:** Developed and executed social media lead generation campaigns with measurable ROI
- **Web Development:** Created and maintained WordPress websites with integrated SEO optimization
- **Technical SEO:** Implemented on-page and off-page SEO strategies for improved organic search performance

Marketing Executive | Rama University Official

April 2016 - November 2017 (1 year 8 months) | Noida Area, India

- **Educational Marketing:** Executed targeted lead generation campaigns through social media channels for higher education sector
- **Brand Management:** Managed online branding initiatives, ORM strategies, and SEO optimization for university website

Project Engineer LOS | Universal Telecom Services

June 2015 - April 2016 (11 months) | Srinagar Area, India

- **Project Management:** Led LOS Survey projects for Jio Infocom Limited with focus on telecommunications infrastructure

Senior Network Engineer | Javi Systems India Pvt. Ltd.

March 2012 - June 2015 (3 years 4 months)

- **Network Infrastructure:** Managed networking projects for major telecom operators, including BSNL, Aircel, Idea, and HP

EDUCATION & QUALIFICATIONS

Bachelor of Technology - Electronics and Communications Engineering
Arni University | 2015 - 2018

Diploma - Electronics and Communications Engineering
SSM College of Engineering & Technology | 2009 - 2012

1-Year Diploma in Computer Applications
Future Zone Computers

PROFESSIONAL CERTIFICATIONS

Google Certifications:

- Google Ads Search Certification (Valid: May 2022 - May 2023)
- Search Ads 360 Certification (Valid: May 2020 - May 2021)
- IAB Digital Marketing and Media Foundations Certification

Meta Certifications:

- Build an Online Business Presence with Instagram
- Choose Ad Placements, Budget and Schedule in Ads Manager
- Customize Ad Creative in Ads Manager
- Set Up and Use the Pixel and the Conversions API for Ad Campaigns
- Create Audiences in Ads Manager
- Engage Your Audience with Instagram Stories
- Get Started With Instagram Shopping
- Connect with Customers on Instagram
- Use WhatsApp for a Business

Additional Certifications:

- CCNA Certification - University of Kashmir
- Computer Networking Certification - University of Kashmir
- Beginner to Advanced WordPress Course - JUST WEB INFOTECH
- AI-powered Dashboard in PowerBI -Office Masters

KEY ACHIEVEMENTS & METRICS

- **150+ brands** successfully scaled across global markets
- **10x revenue growth** achieved through optimized Facebook advertising campaigns
- **8+ years** progressive experience in performance marketing and growth strategies
- **15+ industries** served with specialized marketing solutions
- **10+ advertising platforms** mastered for integrated campaign management
- Successfully launched international automotive brand (Wolfhound Motors) in Indian market

LANGUAGES

English: Full Professional Proficiency
Urdu: Full Professional Proficiency
Kashmiri: Full Professional Proficiency
Hindi: Limited Working Proficiency

Digital Marketing | Performance Marketing | Google Ads | Facebook Ads | SEM | PPC | SMM | Lead Generation | Conversion Optimization | ROI | ROAS | Campaign Management | Analytics | P&L | Growth Marketing | E-commerce | SaaS Marketing | B2B Marketing | B2C Marketing | Data Analysis | PowerBI