Abul Shaikh

Meta Ads Specialist | Performance Marketing | Lead Generation | Conversion Funnels
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SUMMARY

Independent digital marketing and lead generation specialist with 5+ years of experience (2021–Present) working directly with clients, including US-based clients. Strengths: Meta Ads campaign management, e-commerce advertising, US real estate lead generation, landing pages, and conversion funnels.

SKILLS

Paid advertising: Meta Ads Manager, Facebook Ads, Instagram Ads, campaign setup, audience targeting, ad copywriting, creative testing, optimization
Performance: CTR analysis, CPC monitoring, ROAS analysis, conversion tracking, funnel performance, reporting
Lead generation: motivated seller acquisition, Facebook community outreach, lead qualification, follow-up, client communication
Tools: ClickFunnels, GoHighLevel, Facebook Business Manager, Facebook Pixel, Google Sheets, Canva, Google Ads (foundational)

EXPERIENCE

Independent Digital Marketing & Lead Generation Specialist | 2021–Present

- Managed Meta Ads campaigns for clients, including an e-commerce conversion campaign: tested 10 interest audiences, kept the top 5; reported 4.0x ROAS (INR 4,000 spend, INR 16,000 sales, 5 purchases, 3.89% CTR). Historical single-campaign result.
- Generated and qualified motivated-seller leads for US real estate investors via Facebook community outreach; gathered address, condition, and motivation, and coordinated follow-up.
- Built lead capture pages, cash-offer request pages, opt-in forms, thank-you pages, and conversion funnels in ClickFunnels and GoHighLevel.
- Set up Facebook Pixel tracking for client stores; communicated directly with US clients and investor teams.

EDUCATION

B.Tech, Mechanical Engineering, Rajasthan Technical University, Rajasthan, India

Portfolio and video testimonials available on request.