

# MOHD IBRAHEEM KHAN

Digital Marketing Executive | Meta Ads | Performance Marketing | SEO & Web

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₹2 Crore+	₹1,86,332+	61+	45.4L+	17,751+	₹0.23	7.02%
Sales Generated	Ad Spend Managed	Campaigns	Impressions	Link Clicks	Lowest CPC	Peak CTR

## PROFESSIONAL SUMMARY

Performance-driven Digital Marketing Executive with 1+ year managing 61+ Meta Ads campaigns across Real Estate & F&B verticals — generating over ₹2 Crore in client sales from ₹1,86,332+ managed ad spend. Specialist in full-funnel campaign architecture, conversion tracking, CRO, and SEO. Delivered ₹0.23 CPC, 7.02% CTR, and 45.4L+ impressions. Adept at building scalable marketing systems that drive measurable revenue for restaurants, real estate developers, and e-commerce brands across India and Gulf markets.

## PROFESSIONAL EXPERIENCE

### Digital Marketing Executive

Dec 2025 – Present

**Panda Labs Digital** • Bhopal, Madhya Pradesh, India

- Generated ₹2 Crore+ in client sales through strategic Meta Ads campaigns with ₹1,86,332+ combined ad spend across 61+ campaigns, delivering exceptional ROAS across Real Estate and F&B verticals.
- F&B (Khanshab): Achieved ₹0.23 CPC & 7.02% CTR on street campaign; 5,69,668 reach on eatstreetbhopal; 3,297 landing page views at ₹0.51 with 39.43% Hook Rate; drove Zomato traffic at ₹0.39 CPC.
- Real Estate: Innox Garden — 1,034 conversations at ₹11.65 CPR; Nature's Nest Retreat — 1,133 conversations, 14L impressions; Richfield Farms — 563 conversations at ₹22.08 CPR; 2,87,916 reach at ₹2.22 CPM.
- Architected funnels (Awareness → Traffic → Retargeting → Conversion); implemented Meta Pixel, GA4 & GTM for full-funnel tracking, UTM attribution, and event-based analytics.
- Executed A/B testing & CRO via Microsoft Clarity; optimized Core Web Vitals; managed DNS/hosting; built client sites on WordPress, WooCommerce, Shopify & Wix with WhatsApp lead automation.
- Managed Local SEO, Google Business Profiles & on-page SEO; designed high-converting creatives, viral hooks, and short-form video content; delivered monthly performance reports to stakeholders.

## CORE COMPETENCIES

<b>Paid Media</b>	Meta Ads, Google Ads, Retargeting, Funnel Building, CRO, Budget Scaling	<b>Analytics</b>	GA4, Google Tag Manager, Facebook Pixel, UTM Tracking, MS Clarity
<b>SEO</b>	Local SEO, On-Page SEO, Google Search Console, Google Business Profile	<b>Web &amp; Tech</b>	WordPress, WooCommerce, Shopify, Wix, Core Web Vitals, DNS & Hosting
<b>Tools</b>	Canva, WhatsApp Automation, Meta Business Suite, AI Marketing Tools		

## EDUCATION

Bachelor of Business Administration (BBA) — Barkatullah University, Bhopal

2026 (Expected)

## LICENSES & CERTIFICATIONS

### Digital Marketing Specialisation

Learnmize • Jan 2026

### Claude 101 Certificate

Anthropic • May 2026

### Digital Marketing

HubSpot Academy • Jan 2026

### Data Analytics Job Simulation

Deloitte / Forage • May 2026

### AI Fluency for Small Businesses

Anthropic • May 2026