Ahmad Mukhtiar

Meta & Google Ads Specialist for E-commerce & Service Businesses

I run Meta and Google Ads for online stores and service businesses, then set up the tracking and lead follow-up that make every sale and enquiry count. One specialist, no hand-offs.

$125K+	4+ yrs	10	5.0★
Ad spend managed	Paid media	Industries	Rated on Fiverr

WHO I HELP

E-commerce stores

Shopify and online stores that want lower cost per purchase and higher ROAS: Advantage+ shopping, catalog and retargeting campaigns, creative testing, clean purchase tracking.

Service businesses

Clinics, home services, agencies and consultants that want booked appointments, not cheap leads: lead, WhatsApp and call campaigns plus instant follow-up.

WHAT I DO

Paid ads

- Meta Ads management
- Google Ads (Search & Performance Max)
- Campaign strategy & budget planning
- Creative testing & optimization

Tracking & audits

- Meta Pixel + Conversions API
- GA4 & Google Tag Manager
- Ad account audits

Automation

- Lead follow-up (email & SMS)
- CRM & workflows: Zapier, Make, GoHighLevel
- Automated reports: Looker Studio, Python

CASE STUDY · E-COMMERCE · UAE · META ADS

Eyewear store: ROAS 0.84 → 2.47

in 2 months (June → August 2025)

AED	June	August
Ad spend	1,449.66	**6,377.03**
Purchases	5	**75**
Cost / purchase	289.93	**85.03**
ROAS	0.84	**2.47**
Revenue (Meta)	1,217.71	**15,751.26**

What I changed

- Consolidated 5 campaigns and 7 ad sets into 3 campaigns, so each had enough budget to learn.
- Tested each sunglass style with its own creative: three video reels and one image ad.
- Scaled the winning video hook and cut most static images.

–71%	15x	4.4x
cost per purchase	purchases	spend

All figures from Meta Ads Manager. Revenue is what Meta reports. Full case study with screenshots: ahmadmukhtiar.website/case-studies/uae-eyewear-meta-ads-roas

WHY WORK WITH ME

- ✓ Ads and tracking handled by one person, not three vendors
- ✓ Structured creative testing before anything gets scaled
- ✓ Every decision backed by performance data, not opinions
- ✓ Reporting focused on orders and bookings, not vanity metrics

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EXPERIENCE

Digital Marketing Consultant

Risora Digital · Contract · Oct 2026 – Present

Strategic marketing project: optimising digital ad campaigns and online presence.

Founder & Lead Performance Marketer

PixenOne · Feb 2025 – Present

Meta & Google Ads, tracking and automation for e-commerce and service clients.

Freelance Meta Ads Specialist & Tracking Consultant

Fiverr · Level 1 · 5.0★ · Oct 2023 – Present

Meta campaigns for Shopify stores; Pixel, CAPI and GTM fixes; automated reporting.

Performance Media Buyer

Red Aspire · Full-time · Aug 2022 – Dec 2024

E-commerce and service accounts; GA4 and Meta CAPI migrations; 100+ A/B tests.

Freelance Web Developer

Upwork · Sep 2020 – Sep 2021

WordPress and Shopify sites; conversion events and front-end fixes.

EDUCATION & CERTIFICATIONS

BS Computer Science — Superior College
2015 – 2019

Fundamentals of Digital Marketing — Google Digital Garage
2024

Web Development — e-Rozgaar, Punjab IT Board
2020

WordPress — DigiSkills.pk
2020

HOW I WORK

1. **Understand**
   Audience, offer and goals.
2. **Build**
   Campaign structure, creatives and tracking.
3. **Test**
   Structured experiments across audiences and ads.
4. **Optimize**
   Scale winners, cut what doesn't perform.

TOOLS

Meta Ads Manager · Google Ads · GA4 · Google Tag Manager · Meta Pixel & CAPI · Shopify · Zapier · Make · GoHighLevel · Looker Studio · Python

WHAT CLIENTS SAY (FIVERR)

"If you're looking for someone for your social media to bring in revenue, this is the guy for you. He took care of my order in one day and I'm starting to see results already."
— Fiverr client, United States

"What started out as one jump turned into a contract. Amazing work and I love the fact that he was very attentive to my questions and was able to educate me along the way."
— Fiverr client, United States (ongoing)

5.0★ rated on Fiverr · fiverr.com/ahmad_daha

Is your cost per sale close to your product price?

Send me your store or business link. I'll reply with the first three things I'd check — free, no commitment.

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