

MUHAMMAD ASAD KHAN

Certified Digital Marketer | Dental-Focused Marketing Specialist — Meta & Google Ads

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PROFILE

Open to: Digital Marketer · Performance Marketing Executive · Paid Ads Specialist roles (remote or Faisalabad) — with a growing focus on dental-practice and local-service clients.

Certified Digital Marketer (Meta & Google Ads — SenatorWeRunAds.com, under Ovais Ahmad) with hands-on internship experience running client social accounts, content, and campaign reporting. Building a specialization in dental-practice marketing: local SEO, Google Business Profile optimization, and patient-acquisition campaign structuring for Meta & Google Ads. Self-taught web developer — designed, built, and continuously optimizes this live portfolio using real GA4 data.

CORE SKILLS

Google Ads Search & display campaign structure, keyword targeting, and optimization — hands-on	Meta Ads (Facebook & Instagram) Campaign setup, audience targeting, ad creative testing, Meta Business Suite
Google Analytics 4 Traffic and engagement analysis, event tracking, campaign reporting	Social Media Management Content calendars, publishing, community engagement, brand voice
Dental & Local-Service Marketing Target niche: local SEO, Google Business Profile optimization, patient-acquisition campaign structuring	On-Page SEO Meta titles, descriptions, keyword placement, Core Web Vitals optimization

EXPERIENCE

Digital Marketing Intern — Digital Lodhi Marketing (DLM)

May 2026 · Faisalabad, Pakistan (1 month)

- Managed and scheduled content across multiple client social accounts via Meta Business Suite
- Wrote ad copy and social content in Canva — on-brand, conversion-focused messaging
- Applied on-page SEO fundamentals (meta titles, descriptions, keyword placement) to client web pages
- Supported paid campaign tracking and performance reporting for live client accounts
- Recognized by DLM for dependability, professionalism, and strong communication

Certified Digital Marketer — Meta & Google Ads Training — SenatorWeRunAds.com, under Ovais Ahmad

- Completed structured, hands-on certification training in Meta Ads & Google Ads strategy, audience targeting, and optimization
- Executed full campaign builds — objective setting, audience structure, budget allocation, creative testing

Self-Taught Web Developer & Site Owner — Personal Portfolio Project

- Designed, built, and deployed a personal portfolio site (HTML/CSS/JS), hosted on Netlify
- Tracks real visitor & engagement data via GA4 — 88 unique visitors, 40+ LinkedIn-referred sessions, 59.6% Pakistan audience share
- Continuously optimizes page speed, Core Web Vitals, and on-page SEO from live performance data

CERTIFICATIONS

- Certified Digital Marketer — Meta & Google Ads, SenatorWeRunAds.com (Ovais Ahmad)
- Digital Marketing Internship — Certificate of Completion, Digital Lodhi Marketing (DLM), May 2026

EDUCATION

Intermediate — Govt. Graduate College of Science, Samanabad (2026)

TOOLS & PLATFORMS

Google Ads · Meta Business Suite · Google Analytics 4 · Google Search Console · Canva · Formspreet · HTML / CSS / JavaScript