

ADIL MUMTAZ

Creative Strategist | Paid Social (Meta Ads) & Lead Generation for Service Businesses

Lahore, Pakistan (UTC+5), open to remote work

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SUMMARY

Creative strategist for paid social, specialising in Meta ads. Builds creative strategy from audience and competitor research, writes concepts, scripts and creative briefs, and runs the campaigns that test them. Campaigns have generated **1,600+ WhatsApp and call inquiries** for service businesses in the US, Canada, the UAE and Pakistan, including **887 in 60 days** for a Lahore luxury home developer and **107 at \$2.85 each** for a Canadian car detailer. Former agency founder and marketing trainer; BS in Software Engineering.

SKILLS

Creative Strategy: Audience and objection research, competitor ad teardowns (Meta Ad Library), concepts and angles, hooks, ad scripts in English and Urdu, creative briefs for designers and video editors, AI image and video tools, creative testing

Paid Social: Meta Ads (Facebook & Instagram), click-to-WhatsApp and call campaigns, lead generation, audience targeting, budget management, A/B testing, campaign reporting

Strategy & Brand: Digital audits, brand positioning, messaging, content strategy and calendars, full-funnel planning

Tools: Meta Ads Manager, Meta Business Suite, Meta Ad Library, ChatGPT, Gemini, Canva, Figma (basic), Notion, Google Workspace, Microsoft Office

EXPERIENCE

Creative Strategist & Media Buyer (Independent Contractor)

Jan 2026 – Present

SAHA Marketing Solutions | Remote, United States

US marketing and consulting agency. Plan the creative and run the Meta campaigns for its clients in home services, auto care, salons, immigration and business-setup consulting across the US, Canada and the UAE.

- Car detailing business, Ontario: analysed 16 competitor advertisers, positioned the business against low-cost polishing ("Stop Polishing. Start Fixing.") and built a six-creative service library: **107 WhatsApp inquiries at \$2.85 each**. [Case study](#)
- Blinds company, Mississauga: moved the account from call ads to WhatsApp after the first test: **173 inquiries at \$11.77 each** on about \$2,036. [Case study](#)
- UAE business-setup consultancy, US audience: offer creative and campaign, **25 conversations at about AED 46 each**.
- UAE relocation campaign for Poland and Croatia: narrowed the plan to one cross-border-commerce niche within an AED 5–7k monthly budget and wrote the video concepts for native-language production. The client accepted the plan.
- Begin each client engagement with an audit (website, social pages, Google Business Profile, competitor ads) and a written creative brief for designers and editors.

Digital Marketing Manager

Jun 2025 – Sep 2025

Tameer Associates | Lahore, Pakistan

Architecture-led developer of luxury homes in Lahore, with 25 years of public-sector work. Started with no website, 70 Instagram followers and a sales team with no leads.

- Expanded targeting from DHA to all of Lahore and replaced lead forms with click-to-WhatsApp campaigns: **887 inquiries in the first 60 days** and 1,165 by the end of September, at about PKR 51 each against PKR 716 per form lead before. [Case study](#)
- Turned the sales team's top objection, price, into a "low rates are a trap" content series with scripts written in Urdu and English; those ads brought 508 of the 1,165 inquiries.
- Built a sales-marketing tracker linking every ad to lead quality; the sales team rated 7–11% of inquiries high-potential.
- Repositioned the brand for homeowners: taglines, bios, a 19-page company profile, architect and sales-manager videos, WhatsApp auto-replies and a catalogue.

Founder & CEO

Jan 2024 – May 2025

Firey Pixel | Islamabad, Pakistan (remote)

Small digital marketing agency for local businesses.

- Munch (fast food, Kohat): local engagement campaigns, then retargeting that sent orders to WhatsApp: **159 conversations at about PKR 45 each.**
- Pearl Oasis (restaurant, Kohat): audited audience data (only 15% of 13K Facebook followers were local), refocused targeting on Kohat, and built content calendars and a customer-data sheet; one video reached 161,956 people.
- Solar distributor, Kohat: 3-month Urdu content calendar and a 25-product launch plan.
- Managed proposals, client communication and freelance creatives.

Social Media Marketing & E-commerce Trainer (Contract)

May 2024 – Feb 2025

CyberVision International | Islamabad, Pakistan

Digital skills training for entrepreneurs and university students in Khyber Pakhtunkhwa.

- Designed and taught courses in social media marketing, Meta ads, e-commerce and SEO.
- Built a 15-day e-commerce programme for university students: daily classes, pre-study tasks, assignments and a final quiz.

Strategic Planning & Business Development

Feb 2022 – Nov 2022

Groceteria | Kohat, Pakistan

Grocery-delivery startup incubated at the National Incubation Center, KUST.

- Worked on strategy, communication, branding, market research and marketing during incubation.

EDUCATION

BS Software Engineering

2019 – 2023

Kohat University of Science & Technology | Kohat, Pakistan

- Final-year project: machine-learning platform that builds personality profiles from multi-level questionnaire data.

CERTIFICATIONS

Google Project Management Professional Certificate | Google (Coursera)

Jan 2025

Business Strategy Specialization | University of Virginia Darden School of Business (Coursera)

Jan 2025

LANGUAGES

English (professional, C1–C2) · Native: Urdu/Hindi, Punjabi, Pashto, Hindko