



# JAHANZEB HUSSAIN

## Digital Marketing Strategist | E-commerce Growth Specialist

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Karachi, PK

### EDUCATION

#### Ms Advertising and Communication

Greenwich University

2020-2022

#### Bs Media Science

Ilma University

2015-2019

### CORE COMPETENCIES

- Meta Ads & Google Ads (PPC, Conversion, Retargeting)
- Shopify Store Creation & CRO
- E-commerce Sales Growth Strategy
- Performance Analytics & Funnel Optimization
- Email Marketing (Mailchimp) & CRM
- SEO (On-page, Keyword Research, SEMrush, Ahrefs)
- Google Tag Manager & GA4 Implementation
- Social Media Strategy & Content Management

### About Me

I'm a results driven Digital Marketing Strategist with over 7 years of hands on experience in Meta Ads, Google Ads, and Shopify store development. My work spans across fashion, lifestyle, food, legal, and SaaS sectors, helping brands not only go live but scale profitably through data backed strategies.

As the founder of DigitalMigration.pk, I've led end to end marketing campaigns for over 20 businesses, delivering up to 4x ROAS, increasing online sales by over 150%, and optimizing full funnel experiences from awareness to retention. I specialize in building high converting e-commerce stores, managing performance media, and implementing tracking infrastructure using tools like GA4, Meta Pixel, and Tag Manager.

My approach is grounded in analytics, creative testing, and conversion psychology, not just ad spend. I've worked with both product and service based brands, tailoring strategies to audience behavior, funnel gaps, and business goals. Whether it's launching a new brand, scaling an existing one, or improving retention, I bring a clear roadmap and measurable results to every project.

### PROFESSIONAL EXPERIENCE

#### Founder/ Digital Marketing Manager

Digitalmigration Jan 2020 - present

- Built and scaled Shopify stores from scratch for clients
- Created and managed paid advertising campaigns across Meta and Google Ads
- Integrated full funnel ad campaigns with CRM tools for SaaS clients, optimizing user onboarding, trial conversions, and retention metrics
- Conducted full funnel performance optimization and sales forecasting
- Developed custom landing pages and optimized UI/UX for e-commerce stores
- Delivered SEO, email marketing, and social content strategies for product-based brands
- Grew client social media pages organically by over 100% using targeted content and engagement strategies
- Collaborated with startup founders and SMEs to audit digital strategy and reposition offers for scalable growth

# CERTIFICATIONS

## Digital Advertising Certified

HubSpot Academy

Nov 2024- Dec 2025

## Seo Certified

HubSpot Academy

Dec 2024- Dec 2025

## Digital Marketing Certified

HubSpot Academy

Nov 2024- Dec 2025

# SKILLS

- Performance Marketing (Meta, Google, Snapchat Ads)
- Shopify Store Development & Optimization
- Full-Funnel Strategy & Conversion Optimization
- Lead Generation for Product and Service Brands
- Email Marketing (Mailchimp, Klaviyo) & CRM Automation
- GA4, Meta Pixel, Tag Manager, and Attribution Tracking

# LANGUAGE

English  
Urdu

# Key Clients

## Zabric Official

Luxury Eastern Fashion | zabricofficial.store

Created the Store, Boosted sales by 60% through optimized UI/UX and Meta Ads

Doubled audience engagement and scaled social media presence

## BagsnMore

Lifestyle Products | bagsnmore.store

Launched brand from scratch; executed high converting Instagram ads, Built targeted audience and generated consistent monthly sales

## Olorganic.pk

Organic Food Brand | olorganic.pk

Shifted offline brand to online with full Shopify store + Meta Ads

Increased traffic and conversions significantly within 90 Days

## Muzeens

Leather Goods | muzeens.com

Developed brand site and ran Meta campaigns in the luxury segment

## 57 Brand

Premium Denim | 57brand.com.pk

Created youth focused fashion store, built brand image and sales

# PREVIOUS ROLES

Social Media Marketing Manager

Houseology.pk | Aug 2019 - Nov 2019

SEO Executive

5creations.com | Mar 2019 - Jul 2019

Content Creator & Social Media Executive

Sportsvision | Feb 2018 - Feb 2019

Social Media Marketing Executive

Lion's Share | Jan 2017 - Nov 2017

# TOOLS & PLATFORMS



MailChimp

Canva



Portfolio & References are available up on request