

MUHAMMAD BILAL

Performance Marketing Specialist / Digital Strategist

PROFILE



As a results-driven Digital Marketing Strategist with 4+ years of experience, I specialize in performance marketing, lead generation, and marketing automation. With a background in Mass Communication and a proven track record across the UAE and Pakistan, I blend creativity with data to deliver campaigns that drive measurable growth. From managing Google & Meta Ads to building automated funnels and optimizing conversion rates, I help businesses turn clicks into customers and strategies into results.

MY WEBSITE

Link: bilalbinyousaf.com

TOP SKILLS

> Performance & Paid Media Marketing

- Meta Ads, TikTok Ads
- Google Ads, Bing Ads
- Search Engine Marketing (SEM) / PPC

> Lead Generation & Funnel Strategy

- Generating qualified leads across channels
- Creative landing page development
- Conversion-focused strategies

> Marketing Automation & CRM

- Email Marketing & Management
- WhatsApp Campaigns
- Automation workflows
- CRM (Zoho)
- Analytics & Reporting

> Wordpress Management

QUALIFICATION

BS Mass Communication ([Gold Medalist](#))

Riphah Institute of Media Sciences | CGPA: 3.78 (2018 – 2022)

WORK EXPERIENCE (04 YEARS)

Digital Marketing Executive

SaveFast Training Academy, Dubai
June 2023 - Present (Full Time)

Web Developer & IT Support

Power Poles Electromechanical, Dubai
Link: <https://powerpoles.ae/>
Jan 2025 - Present (Part Time)

Social Media Specialist

Faisal Town & Lincoln Corner Pakistan
December 2022 - November 2023 (1 year)

Digital Media Associate

The Centrum Media (TCM)
March 2022 - September 2022 (7 months)

Chief Executive Officer



[Bilal Bin Yousaf](#)

Portfolio

- Portfolio - M Bilal

Web Portfolio

- <https://powerpoles.ae/>
- <https://fixitfirst.co/>

Languages:

English, Urdu, Pushto

Phone:

[+971 55 583 7017](tel:+971555837017)

Email:

info@Bilalbinyousaf.com

Address:

Al-Barsha First, Dubai

Other:

UAE Driving Licence

Azm e Pakistan (Web TV)

August 2020 - February 2021 (7 months)

CERTIFICATIONS

1. Completed Certified course from Google, "[The Fundamentals of Digital Marketing](#)."
2. Successfully completed course of Meta "Facebook Digital Marketing Associate."
3. Completed Certified course from Google, "[Foundations of Digital Marketing and E-commerce](#)"
4. Completed Certified course from Google, "[Attract and Engage Customers with Digital Marketing](#)"
5. Completed Certified course from Google, "[Likes to Leads - Interact with Customers Online](#)".
6. Completed Certified course from Google, "[Access to Success: Marketing Analytics & Measurements](#)"
7. Project completion Certificate by Coursera "[How to Set Up a Facebook Ads Campaign](#)".
8. Project completion Certificate by Coursera "[Increase Engagement to your Instagram Business](#)".
9. [Google Display Ads Certification](#)
10. Experience Letter by [Centrum Communications \(TCM\)](#)

(CTRL + CLICK TO FOLLOW THE "LINK")

TECH & CREATIVE TOOLS

- WordPress & HTML5
- Zoho CRM, Zapier
- Google Analytics
- Adobe Illustrator
- Canva
- MS Office (Excel, Word, PPT)

EXPERTISE

- Planning and Organization
- Reliability and Responsibility
- Communication and Management
- Teamwork

[PORTFOLIO](#) (Click)