

FARHAN AKHTAR

PPC & Paid Media Specialist — Google Ads · Meta Ads · TikTok Ads · LinkedIn Ads

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SUMMARY	Results-driven PPC and paid media specialist with 5+ years (since 2021) running Google, Meta, TikTok and LinkedIn campaigns for US ecommerce, real estate and service businesses. Managed Google Ads accounts for US home-services clients at \$22 cost per lead and a 19.5% conversion rate on the best account, and delivered Meta purchase ROAS of 3.67 cold and 7.51 warm for a DTC brand. Largest budget managed: \$50K per month.
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EXPERIENCE	PPC Specialist & Media Buyer — Agency clients, US (remote)Mar 2024 – Sep 2026 - Managed a portfolio of Google Ads accounts for US home remodeling, real estate, construction, senior-living and therapy clients: about \$20K in spend and 280+ tracked conversions in three weeks (Sep 2026). - Senior living: 148 leads at \$22.32 CPL and a 19.5% conversion rate on \$3,316; home remodeling: 79 leads on \$8,629, best campaign \$55.77 CPL at 5.24% (Sep 2026). - Q & H Industries LLC (ecommerce): scaled ROAS 3.2x within 60 days on Google Shopping and Meta Ads; cut CPC 27% through keyword and audience refinement; TikTok campaigns lifted conversions 42%. - Law firms (Dallas): LinkedIn Ads for legal consultations at a 3.8% CTR; Meta brand-awareness and client-acquisition campaigns within legal advertising compliance. - Mobile pet services (Washington): 473 Google Ads conversions at \$16.74 each on \$7,920 in one month (Aug 2025). Paid Ads Manager — High Cash Offer Real Estate, California (remote)Jan 2022 – Feb 2024 - Generated 500+ motivated-seller leads with Facebook Lead Ads at about \$10 average CPL (\$2.52–\$13.89 by ad set), managed through a 296-contact Leads Center pipeline. - Increased real estate buyer leads 40% month over month with Google Local Services Ads. Ecommerce Growth & Paid Social — Freelance (remote)2021 – 2026 - DTC home-décor brand, Meta Ads: purchase ROAS 3.67 on a broad CBO sales campaign and 7.51 on warm retargeting (Aug 2026). - Amazon Seller Central, US store: \$66,993 in sales and 440 units at 2.4% conversion in 30 days (Sep 2026); TikTok Shop UK scaled to £2,438 GMV and 107 buyers in 28 days (Nov 2024).
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EDUCATION	Bachelor of Computer Science — Arid University, Rawalpindi	Aug 2016 – Aug 2020
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KEY SKILLS	PPC and Paid Media Platforms - Google Ads: Search, Display, Shopping - Performance Max and Remarketing - Meta Ads: lead and conversion campaigns - Meta CBO and Advantage+ Shopping - TikTok Ads: ecommerce and awareness - LinkedIn Ads: Lead Gen Forms - LinkedIn Sponsored Content - Google Local Services Ads - TikTok Shop and Amazon Seller Central	Technical Skills - Campaign optimisation and analytics - Keyword research and bidding strategy - Target CPA and Target ROAS bidding - GA4 and Google Tag Manager setup - Pixel and call tracking setup - Audience targeting and retargeting - Budget scaling and ROI improvement - Looker Studio and Meta Business Suite - Shopify and WordPress - Klaviyo, Mailchimp and Zapier
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