MARYAM MUZAFFAR

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PROFESSIONAL SUMMARY

Performance Marketer with hands-on experience managing Meta Ads campaigns, auditing performance, and building CBO campaign structures for client brands. Skilled in audience targeting, consumer persona development, and content strategy, with a track record of turning campaign data into measurable growth. Focused on paid advertising, campaign optimization, and data-driven decision-making.

CORE COMPETENCIES

Campaign Planning & Strategy • Audience Research & Targeting • Consumer Persona Development • Meta Ads Fundamentals • Campaign Optimisation • Performance Analysis & KPI Monitoring • Communication & Stakeholder Reporting • Research & Analysis • Strategic & Creative Thinking

EDUCATION

University of Lahore Expected Graduation: 2027

Bachelor of Science in Diet & Nutritional Sciences (Ongoing)

EXPERIENCE

Dareechay (Islamic Home Décor Brand) — Client Project

Marketing Consultant | Freelance

- Audited 3 active Meta Ads campaigns for a Lahore-based Islamic home décor brand, reviewing Rs 24,314 in combined ad spend and 8,427 in reach.
- Identified a 4.2x CPM variance between campaigns (Rs 1,101 vs. Rs 4,606 per 1,000 impressions), pinpointing where budget was being spent inefficiently.
- Redesigned the account into a Campaign Budget Optimization (CBO) structure, consolidating ad sets to correct the spend inefficiency and sharpen budget allocation across top-performing audiences.
- Presented a full performance report and restructuring roadmap to the client, flagging underperforming ad sets for pause or reallocation.
- Partnered directly with brand leadership to align paid media strategy with positioning and seasonal sales targets.

Heathrow Airport

Digital Marketing Programme | Remote

- Analyzed the marketing function of a global airport brand, mapping career pathways, industry skills, and performance marketing opportunities across the sector.
- Built a consumer persona for a health and nutrition product using demographic, psychographic, and behavioural research frameworks.
- Planned and designed a full-funnel Instagram marketing campaign across 4 content pillars, covering audience analysis, campaign objectives, hashtag strategy, and content creation.
- Applied branding, content marketing, SEO, digital advertising, KPI tracking, and crisis communications frameworks across 6 core marketing modules.
- Led self-assessment and career-planning exercises to sharpen goal setting and stakeholder communication.

Meta Ads Campaign Management — Client Project

Performance Marketer | Freelance

- Ran a 3-day Meta messaging campaign for a women's clothing brand, generating 26 messaging conversations from Rs 686.64 in ad spend.
- Achieved an average cost of Rs 26.41 per conversation, keeping acquisition cost low while maintaining lead quality.
- Built ad creatives and campaign structure from the ground up, targeting a niche women's fashion audience.
- Tracked conversation-to-spend efficiency daily, using early results to inform budget pacing decisions.

Personal Brand Growth — Health & Nutrition

Social Media Strategist | Self-Managed

- Built and executed a content strategy across Instagram and TikTok, publishing 10 short-form videos.

- Grew a combined 1,500 followers (1,000 TikTok, 500 Instagram) from 10 videos through targeted, niche-specific content planning.
- Averaged 150 new followers per video by identifying and repeating high-performing content formats.

CERTIFICATIONS

- Digital Marketing Certification – HubSpot Academy (2026)
- Social Media Marketing Certification – NS Training (SMC-PRIVATE) LIMITED (2023)
- Entrepreneurial Marketing – Stanford University

SKILLS

Digital Marketing: Campaign Planning • Audience Research • Consumer Persona Development • Content Marketing • Social Media Strategy

Advertising & Analytics: Meta Ads Fundamentals • Audience Targeting • Campaign Optimization • Performance Analysis • KPI Monitoring

Tools: Meta Ads Manager • Canva • CapCut

Professional Skills: Communication • Problem Solving • Creativity • Research & Analysis • Strategic Thinking