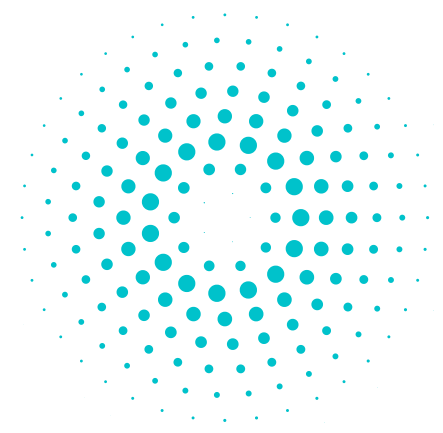
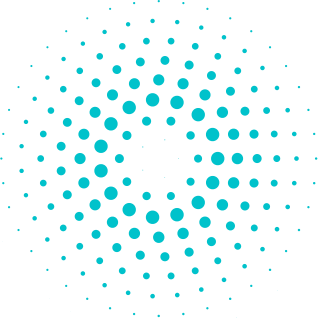




PERSONAL PORTFOLIO



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Results-driven Digital Marketing professional with +6 years of experience in social media management, paid advertising, and content creation. Proven track record of managing multi-platform campaigns, optimizing ad performance, and driving brand engagement across diverse industries. Experienced in remote work environments and cross-cultural team collaboration.


☎ + (971) 52 434 1556

✉ shahzebkhan474@gmail.com

🌐 www.marketingprodx.com

Muhammad Shahzeb

Meta Certified Digital Marketer | Graphics
Designer | WordPress Developer



SKILLSETS



Digital Marketing

Social Media



Graphics Designing

Certifications



WordPress Developer

SEO Portfolio

Digital Marketing

PORTFOLIO



Overview

Click Through Rate & Impressions

by Clicks, CTR, and Impressions

Clicks
1.8M
↑ 187.1%

CTR
2.5%
↑ 118.2%

Impressions
70.4M
↑ 31.6%

Conversion Rate & Cost

by Conversions Rate and Cost / Conv.

Conversions
1.3M
↑ 593.3%

Conv. rate
49.5%
↑ 65.4%

Cost / conv.
\$0.97
↓ -85.4%

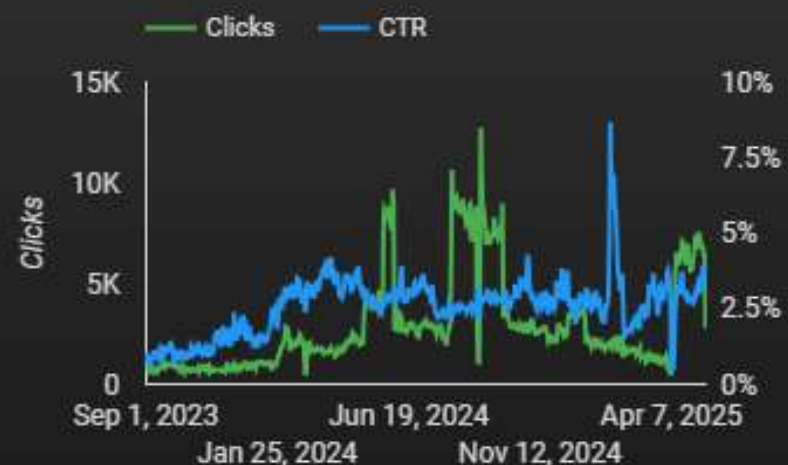
Cost Per Click

by Cost, CPC, and CPM

Cost
\$1.26M
↑ 1.4%

Avg. CPC
\$0.71
↓ -64.7%

Avg. CPM
\$17.87
↓ -22.9%



Top Campaigns

by CTR, Avg. CPC, and Cost / Conv.

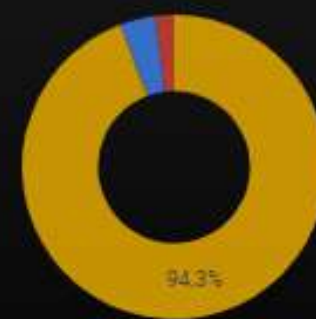
	Campaign	CTR ▾	Avg. CPC	Cost / conv.
1.	[SOB][MBA][Search][AR]	12.36%	\$4.53	\$5.12
2.	[Scholarship][Search] [INTERNATIONAL]	12.27%	\$2.47	\$2.76
3.	[CCL][CTH + IATA]	10.19%	\$7.6	\$0
4.	[SOB][BBA] [Search] [AR]	10.19%	\$4.42	\$5.01
5.	[SOB][MBA][Search][EN]	9.57%	\$8.56	\$9.17
6.	[SOB][BBA][Search][EN]	9.35%	\$3.42	\$3.92
7.	[SOC][MS]Search[EN]	6.14%	\$2.86	\$2.89
8.	[CCL]ACCA+CMA[Sharjah]	5.97%	\$8.35	\$10.06

1 - 216 / 216

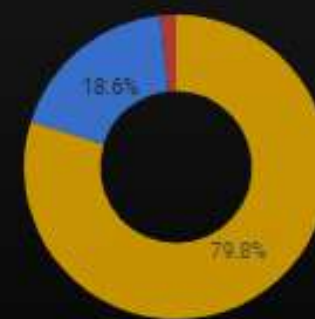


Device Breakdown

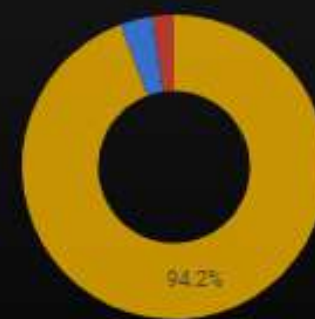
by Clicks, Cost, and Conversions



Clicks



Cost



Conversions

GOOGLE ADS

Appearance

Refresh

Help

Notifications

Confidential

Horizon Univers...

Confidential

@gmail...

Campaigns

View (2 filters)
All campaigns

Custom1 Sept 2023 - 29 Aug 2025

<>Show last 30 days

+

1

Impr. > 0

Add filter

Search

Segment

Columns

Reports

Download

Expand

More

☐	☒	Campaign	Budge	Status	Campaig type	Clicks	Impr.	↓ CTR	Cost	Avg. CPC	Conversions	Conv. rate	Cost / conv.	Avg. CPM
☐	☒	[SOB][MBA] [Search][AR]	A...	Paused	Search	6,951	56,252	12.36%	AED31,499.95	AED4.53	6,154.67	88.54%	AED5.12	AED559.98
☐	☒	[Scholarship] [Search] [INTERNATIONAL]	A...	Paused	Search	27,104	220,928	12.27%	AED66,958.77	AED2.47	24,246.03	89.46%	AED2.76	AED303.08
☐	☒	[CCL][CTH + IATA]	A...	Paused Some ad	Search	13,071	128,237	10.19%	AED99,365.57	AED7.60	0.00	0.00%	AED0.00	AED774.86
☐	☒	[SOB][BBA] [Search][AR]	A...	Paused	Search	42,815	420,160	10.19%	AED189,243.91	AED4.42	37,796.73	88.28%	AED5.01	AED450.41
☐	☒	[SOB][MBA] [Search][EN]	A...	Paused	Search	14,926	155,929	9.57%	AED127,710.17	AED8.56	13,932.43	93.34%	AED9.17	AED819.03
☐	☒	[SOB][BBA] [Search][EN]	A...	Paused	Search	21,663	231,639	9.35%	AED74,098.61	AED3.42	18,879.51	87.15%	AED3.92	AED319.89
☐	☒	[SOC] [MS]Search[EN]	A...	Paused	Search	15,920	259,148	6.14%	AED45,467.08	AED2.86	15,755.83	98.97%	AED2.89	AED175.45

Campaigns

View (2 filters)
All campaigns

Custom 1 Sept 2023 - 29 Aug 2025 < > Show last 30 days

1

Impr. > 0 X Add filter

Search

Segment

Columns

Reports

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More

☐	☒	Campaign	Budge	Status	Campaig type	Clicks	Impr.	↓ CTR	Cost	Avg. CPC	Conversions	Conv. rate	Cost / conv.	Avg. CPM
☐	☒	 [CCL]ACCA+CMA[Sharjah]	A... 	Paused Some ad	Search	14,320	240,032	5.97%	AED119,505.45	AED8.35	11,884.85	82.99%	AED10.06	AED497.87
☐	☒	 [CCL]SUC - ACCA+CMA[Dubai]	A... 	Paused Most ads	Search	7,080	149,449	4.74%	AED57,715.01	AED8.15	6,196.50	87.52%	AED9.31	AED386.19
☐	☒	 [SOC][BS] [Search] [EN]	A... 	Paused	Search	17,517	532,033	3.29%	AED86,168.97	AED4.92	14,667.79	83.73%	AED5.87	AED161.96
☐	☒	 [SOC][BS][Display]	A... 	Paused Some as	Performan Max	1,162,...	43,176,655	2.69%	AED107,109.30	AED0.09	894,434.17	44.86%	AED0.12	AED2.48
☐	☒	 [Scholarships][Local]	AE... AE...	Paused	Smart	273,010	10,489,147	2.60%	AED48,174.55	AED0.18	128,783.25	47.17%	AED0.37	AED4.59
☐	☒	 [SOB][MBA] [DISPLAY]	A... 	Paused	Display	56,430	2,567,348	2.20%	AED5,826.82	AED0.10	40,393.91	71.57%	AED0.14	AED2.27
☐	☒	 [SOB][BBA] [DISPLAY]	A... 	Paused	Display	52,238	2,913,624	1.79%	AED5,768.90	AED0.11	35,668.16	68.28%	AED0.16	AED1.98

Campaigns

View (2 filters)
All campaigns

Custom

1 Sept 2023 - 29 Aug 2025



Show last 30 days



Impr. > 0

Add filter



Search



Segment



Columns



Reports



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☐		Campaign	Budge	Status	Campaign type	Clicks	Impr.	↓ CTR	Cost	Avg. CPC	Conversions	Conv. rate	Cost / conv.	Avg. CPM
☐		[SOB][MBA][DISPLAY]	A..	Paused	Display	56,430	2,567,348	2.20%	AED5,826.82	AED0.10	40,393.91	71.57%	AED0.14	AED2.27
☐		[SOB][BBA][DISPLAY]	A..	Paused	Display	52,238	2,913,624	1.79%	AED5,768.90	AED0.11	35,668.16	68.28%	AED0.16	AED1.98
☐		Sponsorships Program	A..	Paused Some ads	Search	14,231	1,389,196	1.02%	AED34,942.34	AED2.46	13,053.62	91.73%	AED2.68	AED25.15
☐		[SOC][BS][Search][AR]	A..	Paused	Search	29,024	3,737,144	0.78%	AED124,645.40	AED4.29	24,518.15	84.48%	AED5.08	AED33.35
☐		[SOB][MBA][Search][Marketing][Merged-Locations][EN]	A..	Paused Most ads	Search	2,627	447,268	0.59%	AED11,907.57	AED4.53	0.00	0.00%	AED0.00	AED26.62
☐		[BS][Display][ReMarketing][Sharjah][EN]	AE...	Removed	Display	10,060	3,260,809	0.31%	AED21,674.83	AED2.15	7,250.05	68.37%	AED2.99	AED6.65

Campaigns

View (2 filters)

All campaigns

+ 1

Impr. > 0 X

Add filter

Search

Segment

Columns

Reports

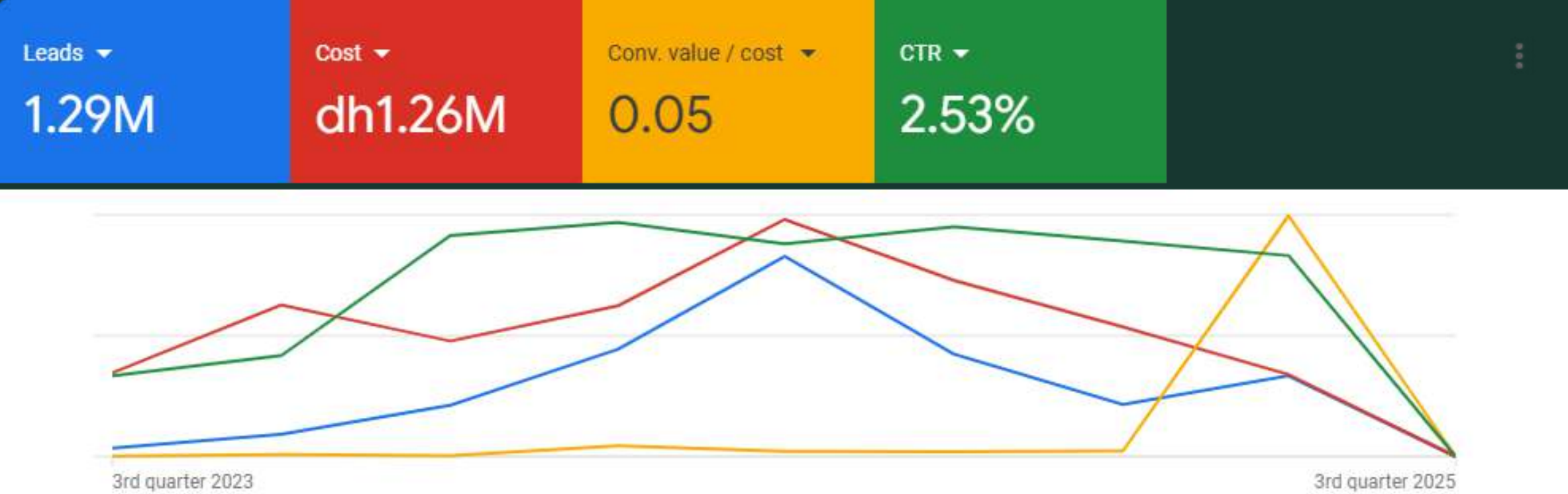
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☐	☒	Campaign	Budge	Status	Campaig type	Clicks	Impr.	↓ CTR	Cost	Avg. CPC	Conversions	Conv. rate	Cost / conv.	Avg. CPM
Total: Filtered campaigns ⓘ						1,781,...	70,374,998	2.53%	AED1,257,783...	AED0.71	1,293,615.64	49.50%	AED0.97	AED17.87
^ Total: Account ⓘ			AE...			1,781,...	70,374,998	2.53%	AED1,257,783...	AED0.71	1,293,615.64	49.50%	AED0.97	AED17.87
Total: Search campaigns ⓘ						227,249	7,967,415	2.85%	AED1,069,228...	AED4.71	187,086.11	82.33%	AED5.72	AED134.20
Total: Display campaigns ⓘ						118,728	8,741,781	1.36%	AED33,270.55	AED0.28	83,312.12	69.84%	AED0.40	AED3.81
Total: Video campaigns ⓘ						0	0	—	AED0.00	—	0.00	0.00%	AED0.00	—
Total: Smart campaigns ⓘ						273,010	10,489,147	2.60%	AED48,174.55	AED0.18	128,783.25	47.17%	AED0.37	AED4.59
Total: Performance Max campai... ⓘ						1,162,...	43,176,655	2.69%	AED107,109.30	AED0.09	894,434.17	44.86%	AED0.12	AED2.48



Campaigns

Summary of how your campaigns are performing

	Cost ▾	Conversions ▾	Cost / conv. ▾
1 [SOB][BBA][Search][AR]	AED189,243.91	37,796.73	AED5.01
2 [SOB][MBA][Search][EN]	AED127,710.17	13,932.43	AED9.17
3 [SOC][BS][Search][AR]	AED124,645.40	24,518.15	AED5.08
4 [CCL]ACCA+CMA[Sharjah]	AED119,505.45	11,884.85	AED10.06
5 [SOC][BS][Display]	AED107,109.30	894,434.17	AED0.12

[All campaigns](#)

< 1 / 4 >

Searches

Sort by: Clicks ▾

Top searches and words within searches where people saw your ads

Searches	Words
جامعة الامارات	جامعة الافق
accu	النكاء الاصطناعي
جامعات الامارات	جامعة الذيد
universities in dubai	
accu course	الجامعات المعتمدة في الامارات
جامعة المدينة عجمان	
dubai university	iata courses
skyline university college fees	جامعة راس الخيمة
dubai university list	نكاء اصطناعي
scholarship in uae	

[All searches](#)

> 1 / 7 <

Search keywords

+ Add keyword

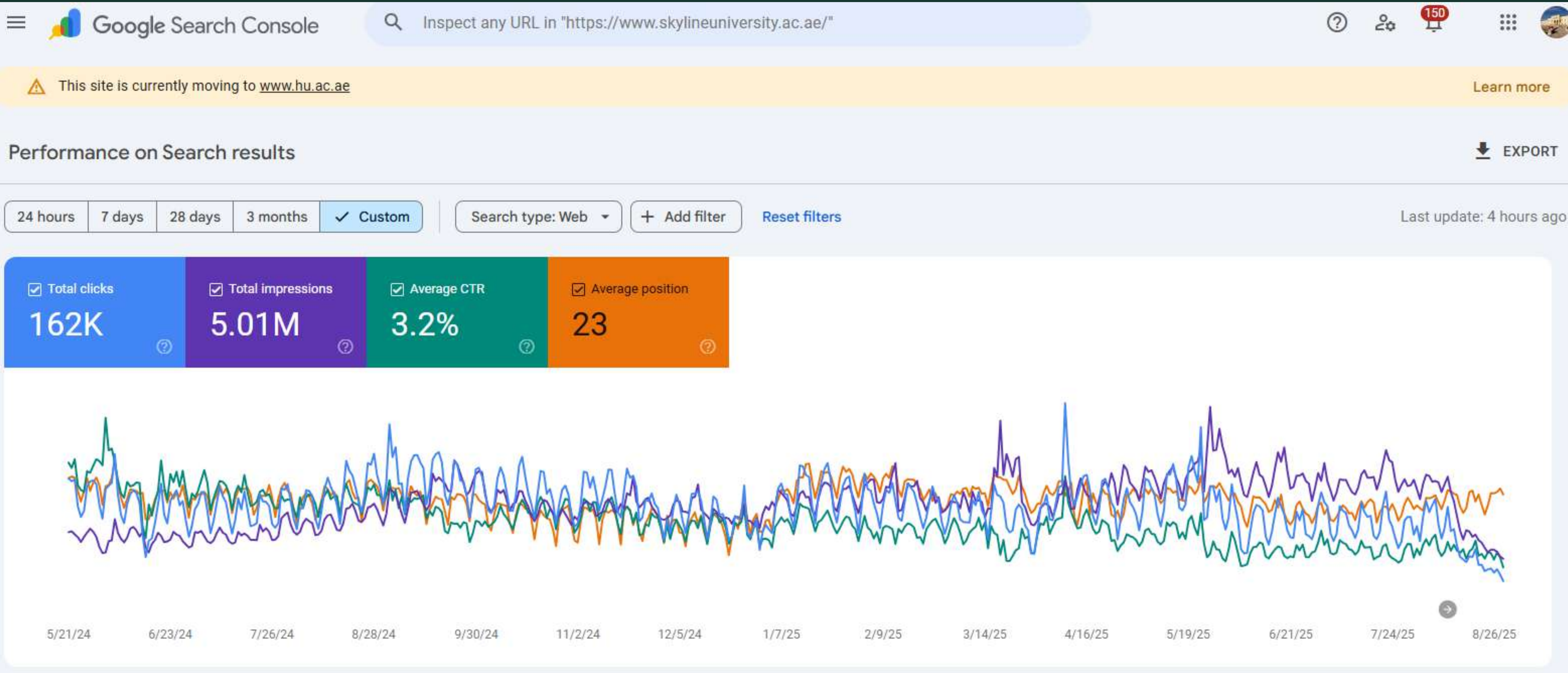
Summary of how your keywords are performing

	Cost ▾	Clicks ▾	CTR ▾
1 جامعات في الامارات	AED103,249.76	23,621	15.13%
2 accu course	AED33,464.40	3,044	5.80%
3 ماجستير	AED29,267.82	6,472	12.48%
4 bs bachelor	AED26,957.39	6,427	9.35%
5 accu course fees	AED26,635.68	3,449	9.16%

[Keywords](#)[Negative keywords](#)

> 1 / 10 <

GOOGLE ORGANIC



Performance on Search results

EXPORT

24 hours7 days28 days3 months✓ Custom

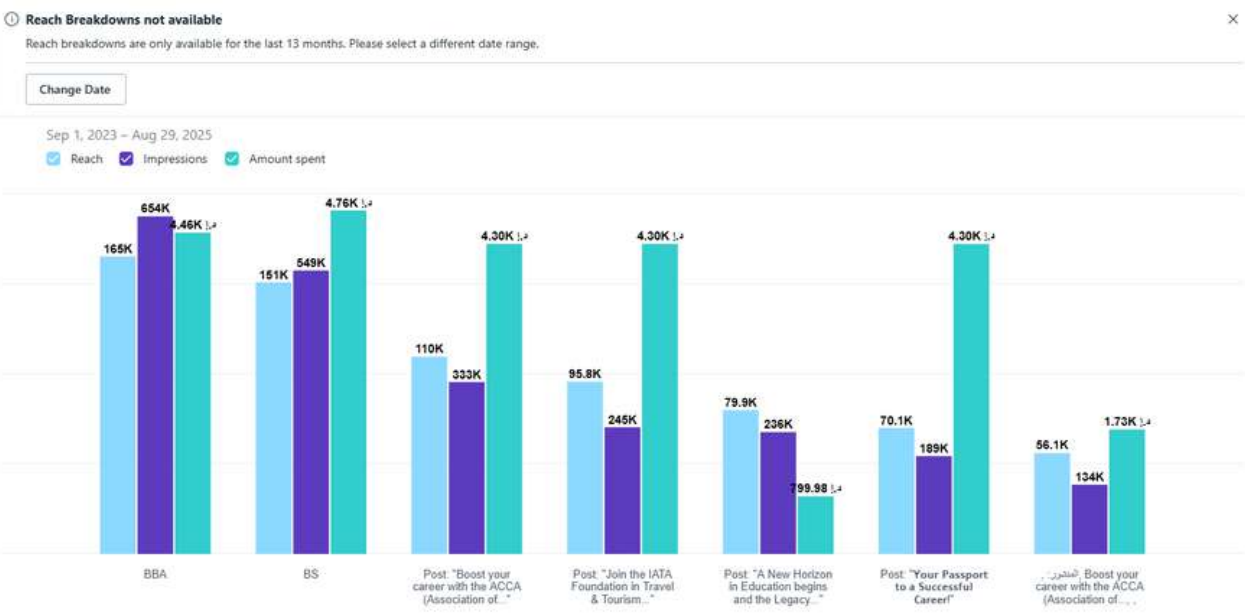
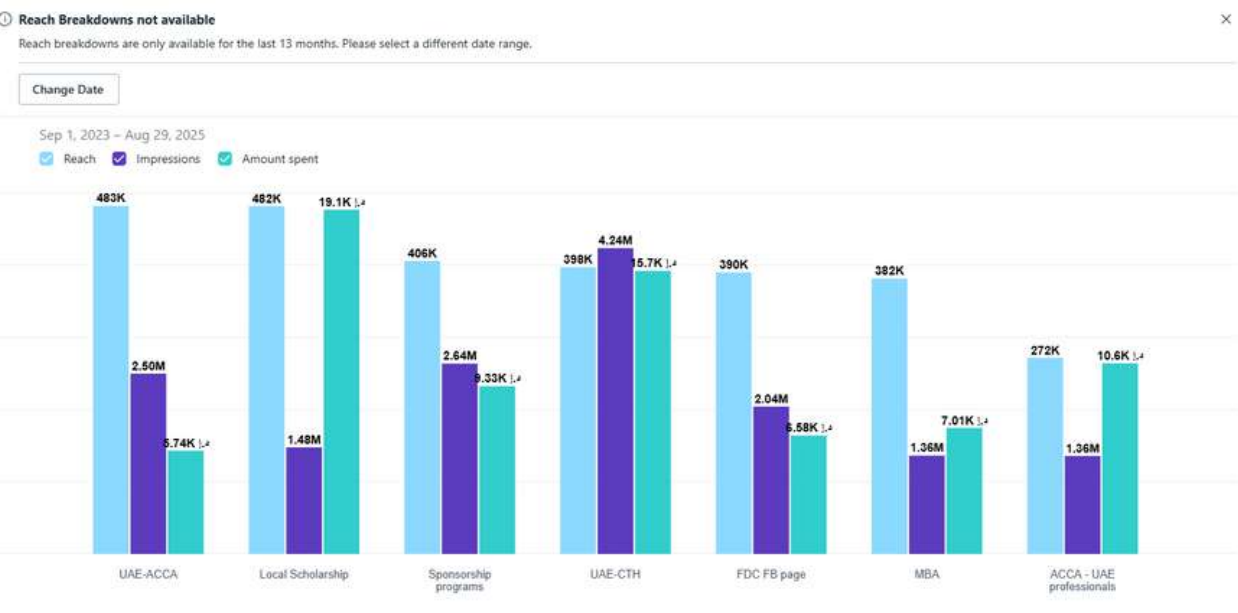
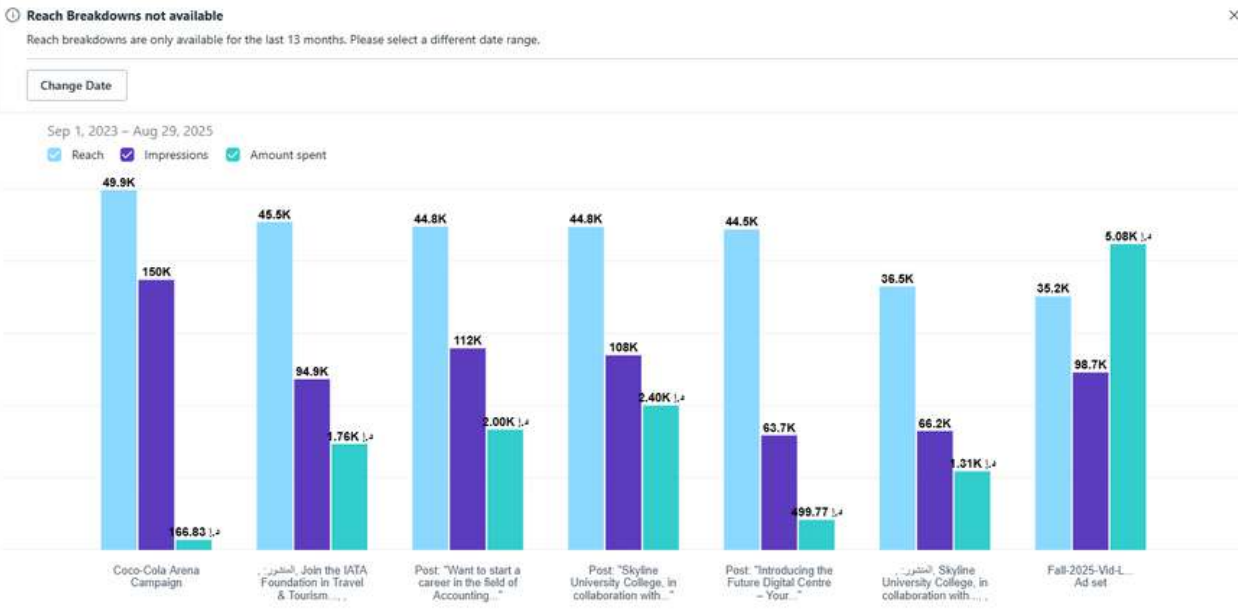
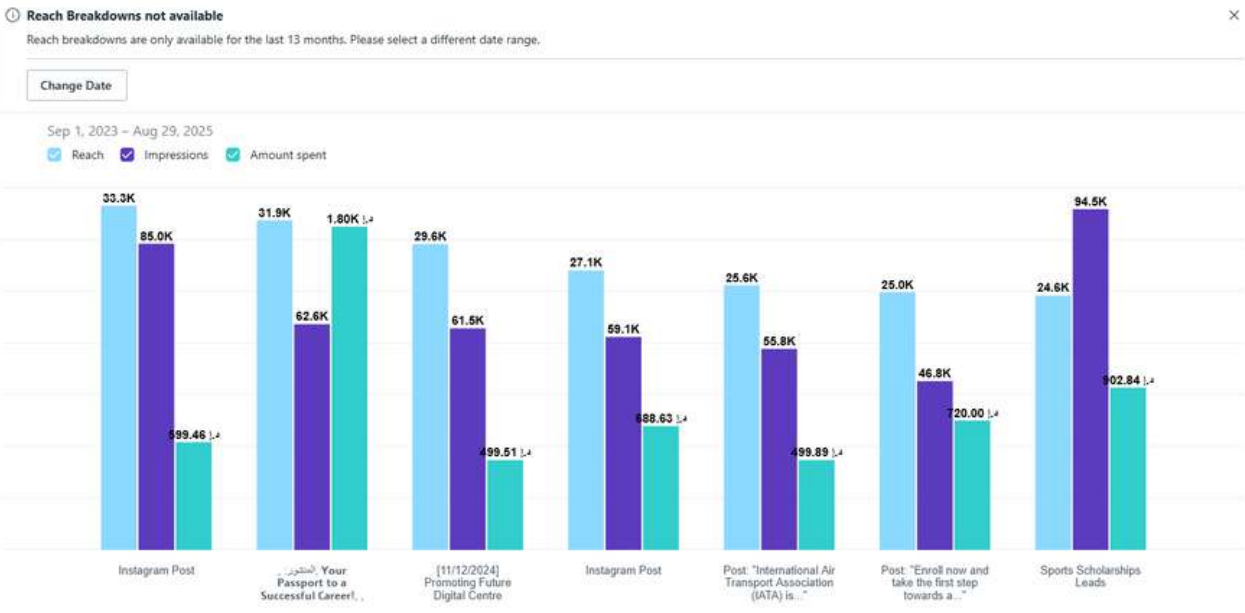
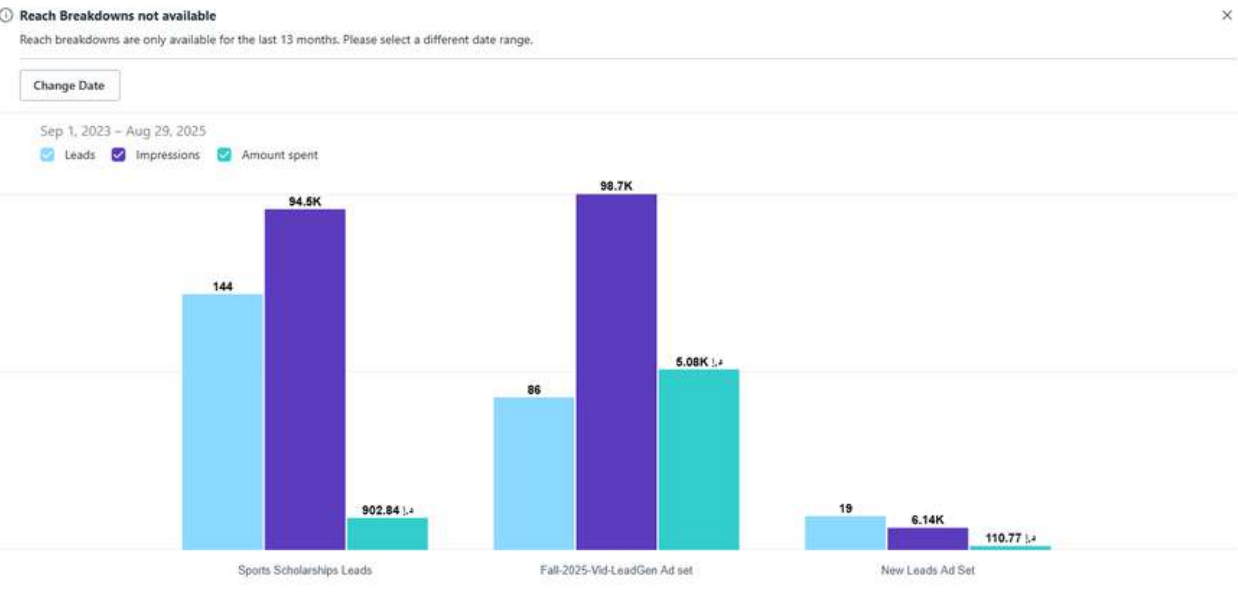
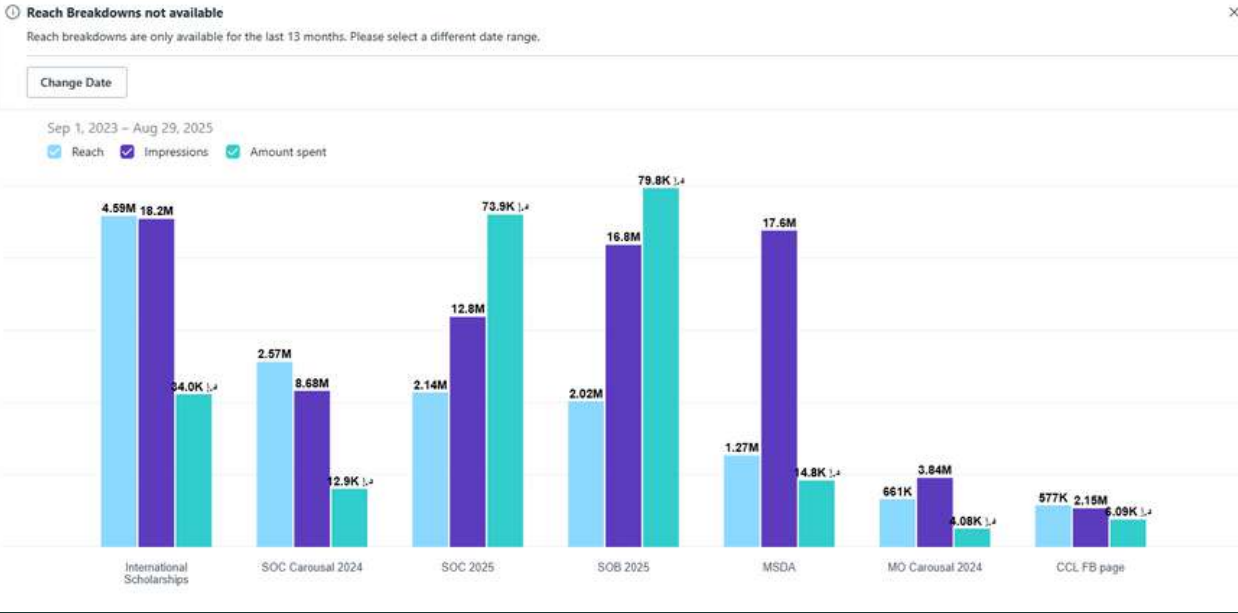
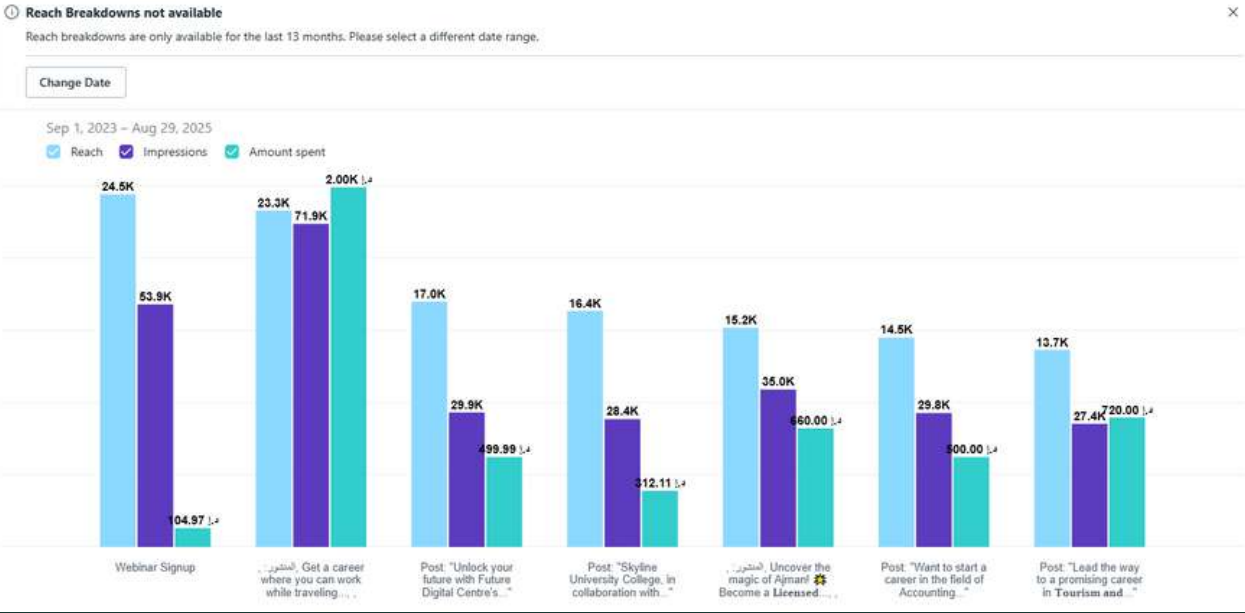
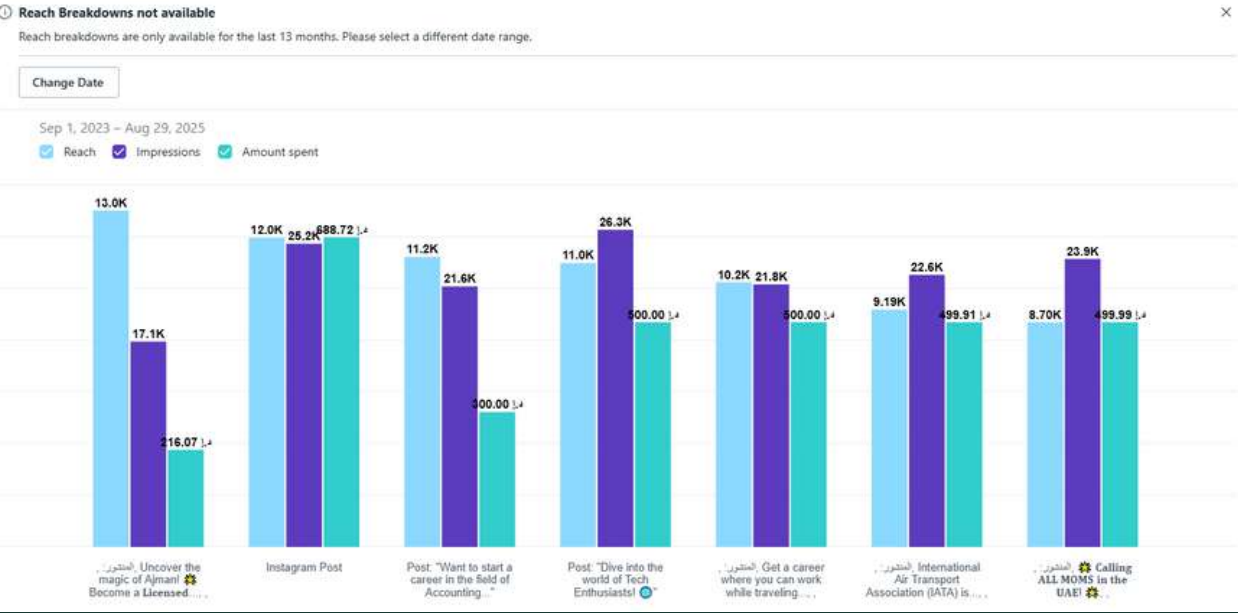
Search type: WebAdd filterReset filters

Last update: 4 hours ago



META ADS

Ad Set	Deliver	Ad Set	Results	Reach	Impressions	Cost per result	Amount spent	Leads	
International Scholarships	● Not delivering Ad set	International Scholarships	1,243,845 Link clicks	4,590,416	18,242,344	0.03د.ا Link Click	33,987.36د.ا	—	
SOC Carousal 2024	● Inactive Ad set	SOC Carousal 2024	91,460 Link clicks	2,566,619	8,682,177	0.14د.ا Link Click	12,948.08د.ا	—	
SOC 2025	● Not delivering Ad set	SOC 2025	237,201 Link clicks	2,142,757	12,794,692	0.31د.ا Link Click	73,944.53د.ا	—	
SOB 2025	● Not delivering Ad set	SOB 2025	329,108 Link clicks	2,020,243	16,798,484	0.24د.ا Link Click	79,823.34د.ا	—	
MSDA	● Not delivering Ad set	MSDA	17,595,119 Impressions	1,269,001	17,595,119	0.84د.ا 1,000 Impressions	14,793.48د.ا	—	
MO Carousal 2024	● Inactive Ad set	MO Carousal 2024	101,540 Link clicks	661,185	3,839,132	0.04د.ا Link Click	4,080.31د.ا	—	
CCL FB page	● Not delivering Ad set	CCL FB page	2,481 Follows or likes	577,489	2,148,321	2.46د.ا Follows or likes	6,093.09د.ا	—	
UAE-ACCA	● Inactive Ad set	UAE-ACCA	15,212 Link clicks	482,748	2,501,029	0.38د.ا Link Click	5,738.30د.ا	—	
Local Scholarship	● Inactive Ad set	Local Scholarship	51,777 Link clicks	482,435	1,479,181	0.37د.ا Link Click	19,144.34د.ا	—	
Sponsorship programs	● Inactive Ad set	Sponsorship programs	32,281 Link clicks	406,493	2,639,826	0.29د.ا Link Click	9,328.37د.ا	—	
	● Inactive Ad set		38,183 Link clicks			0.41د.ا Link Click			
Total results 150 / 381 rows displayed		—	—	12,108,897 Accounts Center accounts	99,848,755 Total	—	355,322.80د.ا Total spent	301 Total	



Social Media
PORTFOLIO



Horizon University College

4,185
posts

10.5K
followers

586
following

College & university

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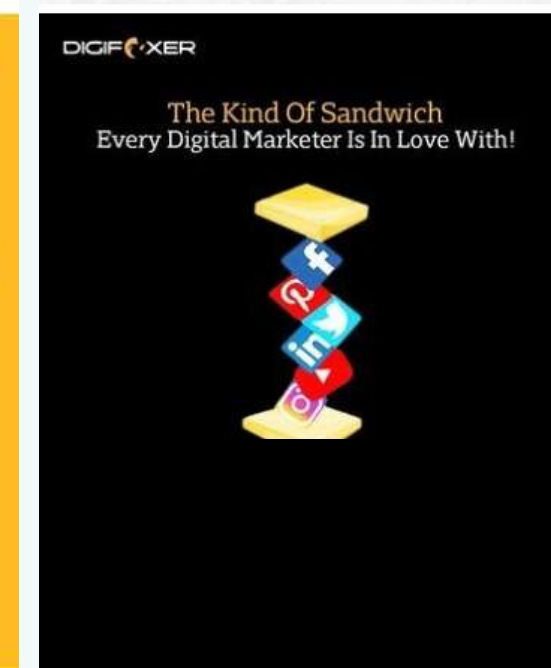
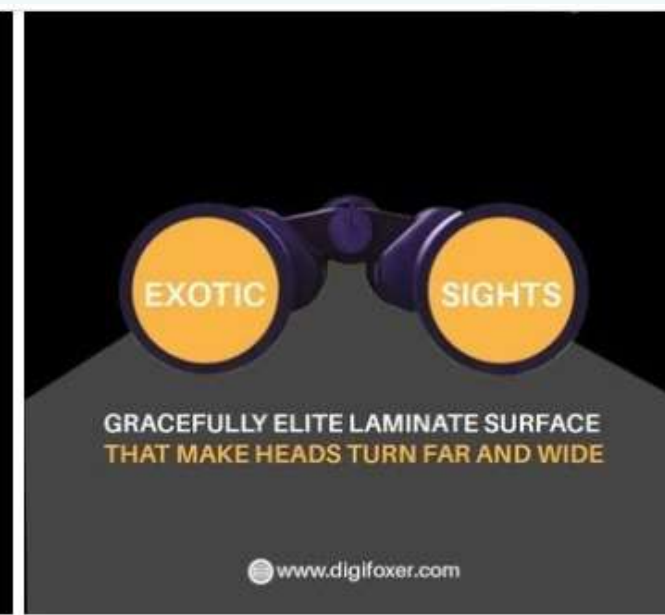
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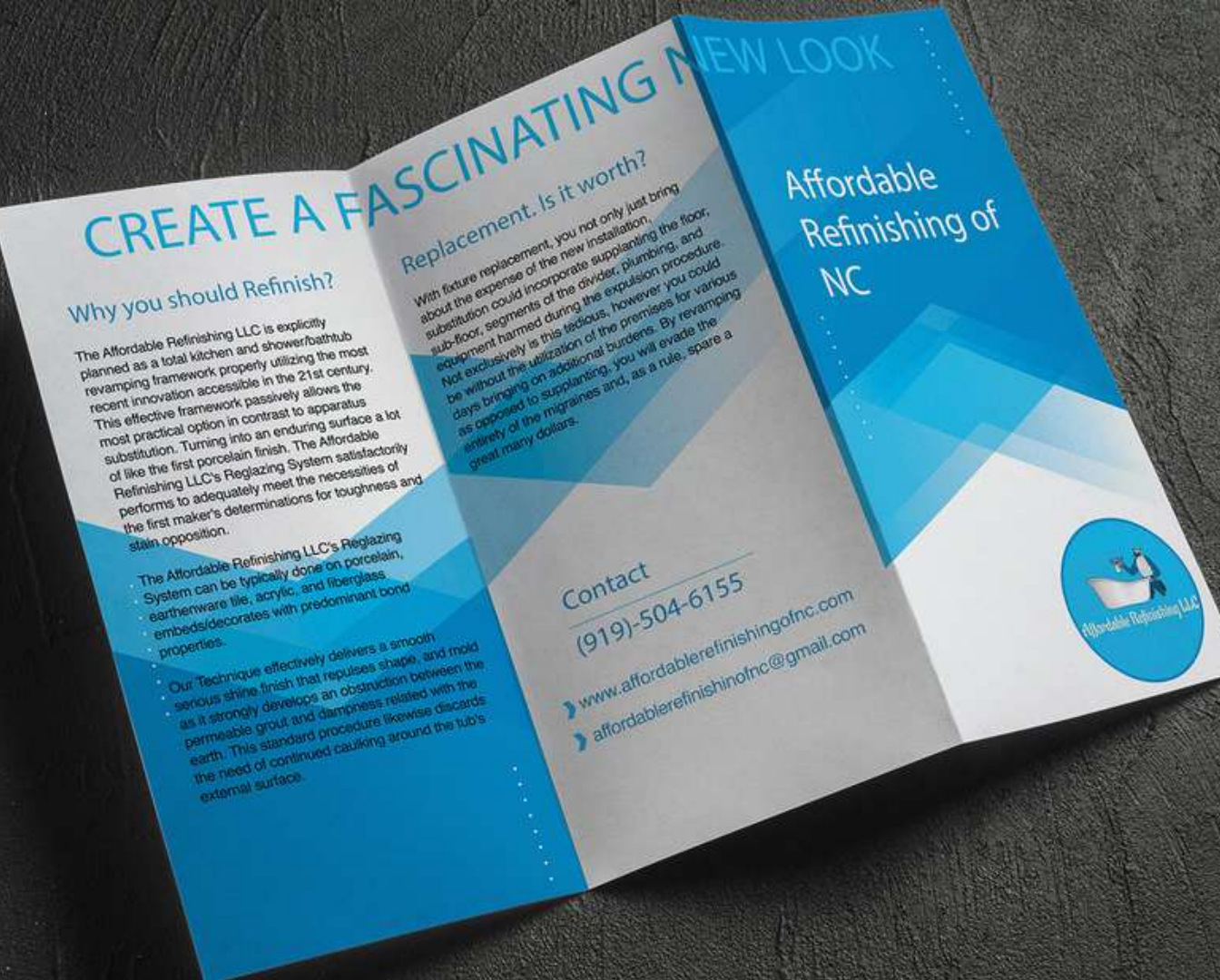












Websites & Projects

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Keyword: Automatic Doors Sharjah

First page on Google Search



pioneerdoors.ae

<https://pioneerdoors.ae>

Pioneer Doors: Home

The Most Reliable And Quality Services For **Automatic Door** Systems. ... Sheikh Mohammed Bin Zayed Rd, Industrial Area - 13, Near National Paints, **Sharjah**.

Keyword: Bathtub Refinishing Durham

First page on Google Search



bathtubrefinishingnc.com

<https://bathtubrefinishingnc.com>

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CERTIFICATIONS



6 Courses

- Introduction to Social Media Marketing
- Social Media Management
- Fundamentals of Social Media Advertising
- Advertising with Meta
- Measure and Optimize Social Media Marketing Campaigns
- Meta Social Media Marketing Capstone



Jun 23, 2025

Muhammad Shahzeb

has successfully completed the online, non-credit Professional Certificate

Meta Social Media Marketing

In this professional certificate, learners developed and honed essential social media marketing skills, including establishing and managing a social media presence, creating and managing content for social media platforms and evaluating and measuring content performance, creating effective and attractive ads for social media, creating advertising campaigns in Meta Ads Manager, and evaluating and communicating the results of advertising campaigns to business managers or marketing directors. Learners developed a portfolio throughout the professional certificate applying their social media marketing knowledge and skills.

Anke Audenaert
Anke Audenaert, CEO & Co-Founder Aptly
Adj. Professor, UCLA
Anderson School of Management

Daniel Kob, Marketing
Leader & Entrepreneur

10437

Centre for Continuing Engineering Education (CCEE)

Awards

Certificate of Attendance

to

Muhammad Shahzeb

S/o Muhammad Anees Ahmed Khan

for attending

5-week (20-hour) course on

Digital Marketing

held from January 17 to February 15, 2020

Body of knowledge:
Introduction to Digital Marketing, Social Media Marketing, Social Media Management, Website Creation, Blogging and Influencer Marketing, Search Engine Optimization, Content Marketing, Google AdWords, Freelancing, etc.



Dr. Bilal Zahid
Director CCEE



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**THANK YOU FOR
YOUR TIME**

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