

Kashan Ahmad

Meta Ads Specialist and Creative Strategist

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Portfolio: kashanads.site



Professional Profile

Meta Ads specialist and creative strategist with experience since 2022 and PKR 10M+ in ad spend managed. Focused on helping aesthetic and dermatology clinics attract relevant inquiries through audience research, creative testing and campaign optimization. Current clients include FM Aesthetics and Dr Sanaullah Homeopathic Clinic.

Professional Experience

Meta Ads Specialist and Creative Strategist | Client Projects | 2022–Present

Campaign strategy, creative development and performance reporting for client brands.

- Manage Meta advertising campaigns and review spend, reach, messaging contacts and cost per conversation.
- Research audiences and competitor ads, develop creative angles, and refine campaign creatives and targeting.
- Use Canva and CapCut for ad creatives, and Google Sheets for performance reporting and inquiry tracking.

Selected Campaign Results

- **PKR 10M+** in ad spend managed across client campaigns.
- **43,761** messaging contacts recorded in the FM campaign screenshot, with PKR 1,272,091.23 spent.
- **PKR 19.18** per conversation in a selected campaign; 1.29M reach in a separate account screenshot.

Metrics cover different campaigns and reporting periods. Messaging contacts and conversations are inquiries, not confirmed patient appointments.

Selected Clients

FM Aesthetics; Dr Sanaullah Homeopathic Clinic; Dr Kanwal Mobarak; Haina Skin Laser Treatment; Sana Skincare Centre; BG Pharma; Biogenesis Pharma Therapeutics; Style Savvy; Fresh Breeze Real Estate; Faerber; Safoorah.

Skills and Tools

Meta advertising • Creative strategy • Audience research • Competitor analysis • Campaign optimization • Performance reporting

Meta Ads Manager • Canva • CapCut • Google Sheets • Facebook Ads Library • Pinterest creative research and analysis

Education

BS in English | University of Peshawar | 2022–2026

Certifications and Recognition

Meta Social Media Marketing Professional Certificate — Meta via Coursera • June 26, 2023

Measure and Optimize Social Media Marketing Campaigns — Meta via Coursera • August 5, 2024

Introduction into Facebook Marketing & Facebook Advertising — Udemy • August 10, 2021 • 9.5 hours

Enrolment Marketing on Meta Professional Certification — Meritto Enrollmatics • Expired Mar 22, 2026

Certificate of Appreciation — FM Aesthetics • Recognition for contributions during February–March 2025