SELECTED PORTFOLIO / 2026

Muhammad Moummer Nawaz

PERFORMANCE MARKETING & AI AUTOMATION

Paid media. Reporting. Conversion-focused creative. Practical AI workflows.

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CLARITY. EFFICIENCY. RESULTS.

PERFORMANCE MARKETING | AI AUTOMATION

Muhammad Moummer Nawaz

Performance Marketing & AI Automation Portfolio

Meta Ads | Google Ads | Reporting Dashboards | AI Workflows

Professional Summary

Performance marketing professional with experience in Meta Ads and Google Ads, including lead generation, conversion campaigns, audience targeting, performance analysis, and client reporting. Campaign decisions informed by leads, purchases, cost per result, CPC, CTR, and conversion volume. AI workflows integrate conversational requests with availability checks, appointment booking, and structured data capture.

Meta Ads

Lead generation, creative testing, conversion tracking

Google Ads

Lead generation, conversion monitoring, cost efficiency

Reporting

Dashboards, performance analysis, client communication

AI Automation

Appointment booking and operational workflow automation

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Clarity. Efficiency. Results.



Paid media performance, clear reporting, and practical automation for measurable outcomes.

Portfolio Overview

Selected project work and campaign evidence

What this portfolio demonstrates

- Hands-on experience across Meta Ads and Google Ads, including lead generation, conversion campaigns, audience targeting, and performance monitoring.
- Ability to read campaign data and optimize around business outcomes such as leads, purchases, cost per result, CPC, CTR, and conversion volume.
- Experience presenting campaign results through visual dashboards that make performance easier for clients and stakeholders to understand.
- AI automation integrating webhooks, conversational agents, memory, availability checks, calendar booking, and spreadsheet logging.

Clarity. Efficiency. Business outcomes.

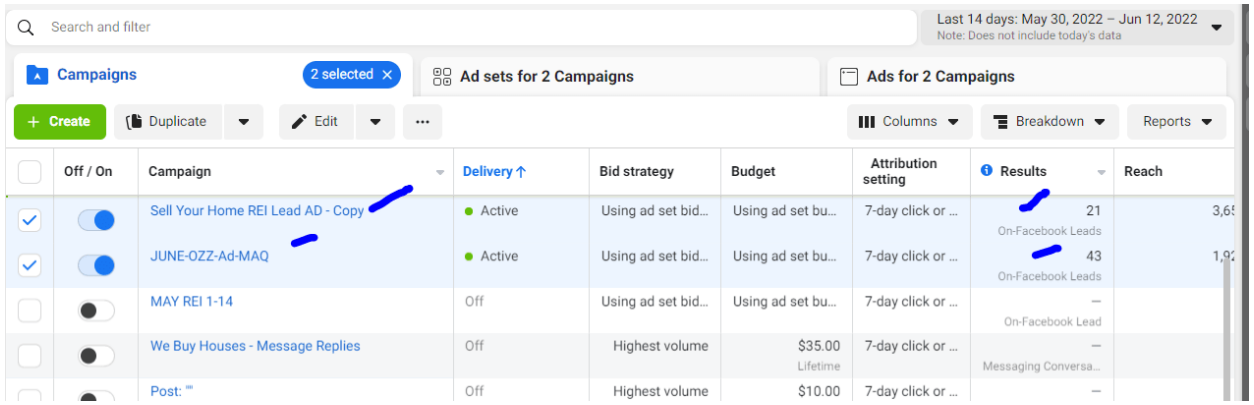
Campaign execution, performance analysis, and workflow automation.

Professional positioning

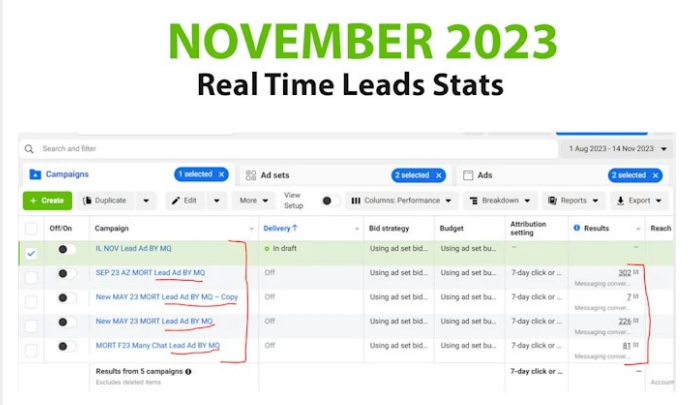
I focus on turning paid traffic and automation into measurable business outcomes. The work shown here combines campaign setup, performance analysis, reporting, and practical workflow automation - with an emphasis on clarity, efficiency, and client-facing results.

Meta Ads - Lead Generation

Campaign performance examples



Lead-generation campaign example showing active campaigns and recorded on-Facebook leads.



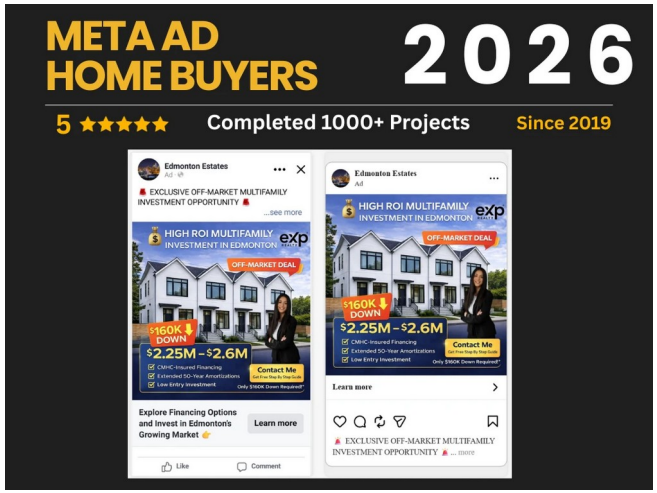
Audience setup and targeting workflow used to define location and estimated reach.

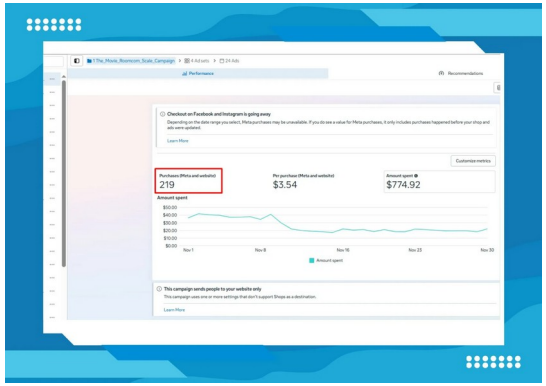
What this demonstrates

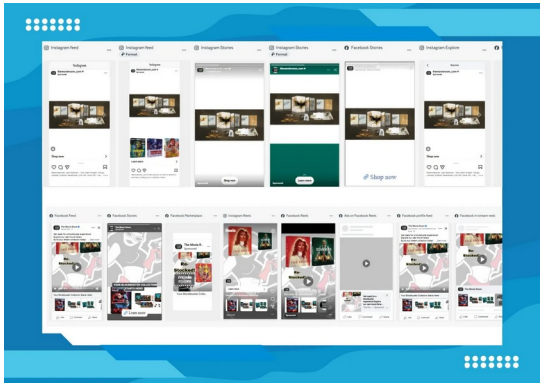
- Campaign structuring and lead-generation execution inside Meta Ads Manager.
- Audience targeting and geographic setup for local or service-area campaigns.
- Tracking of results at campaign level to support practical optimization decisions.

Meta Ads - Creative & Conversion Campaigns

Creative execution and purchase performance







Conversion campaign example showing 219 purchases at a displayed cost per purchase of $3.54.

Placement preview across Instagram Feed, Stories, Facebook placements, Reels, Marketplace, and related formats.

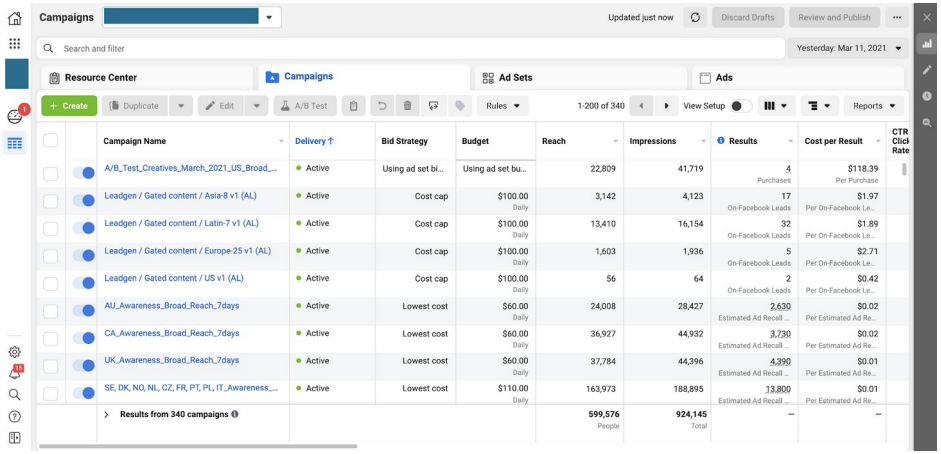
Real-estate Meta ad creative portfolio example designed around a direct investment offer and clear call to action.

Execution focus

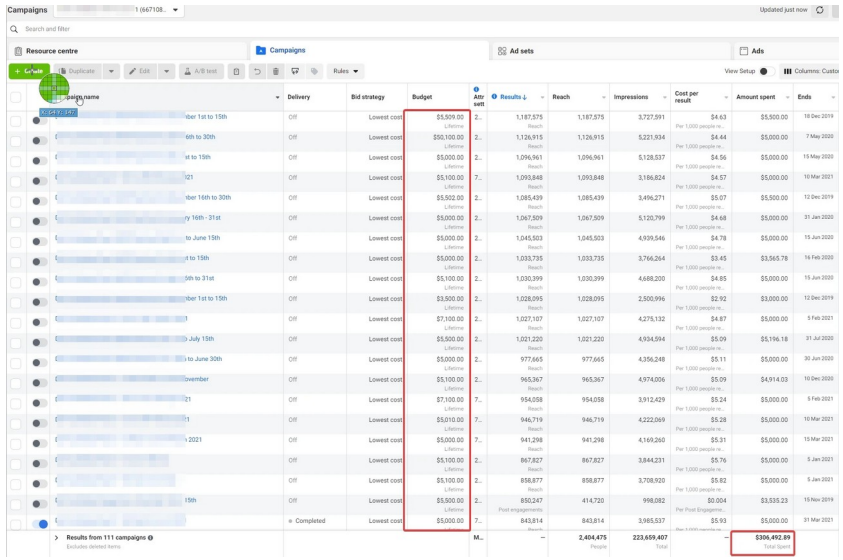
Ad creative aligned with campaign objective and offer • Placement awareness across Meta inventory • Performance-oriented setup with purchase and cost-per-purchase visibility

Meta Ads - Scale & Results

Campaign portfolio and delivery evidence



Campaign-level setup showing multiple active campaigns, budgets, results, reach, and cost per result.



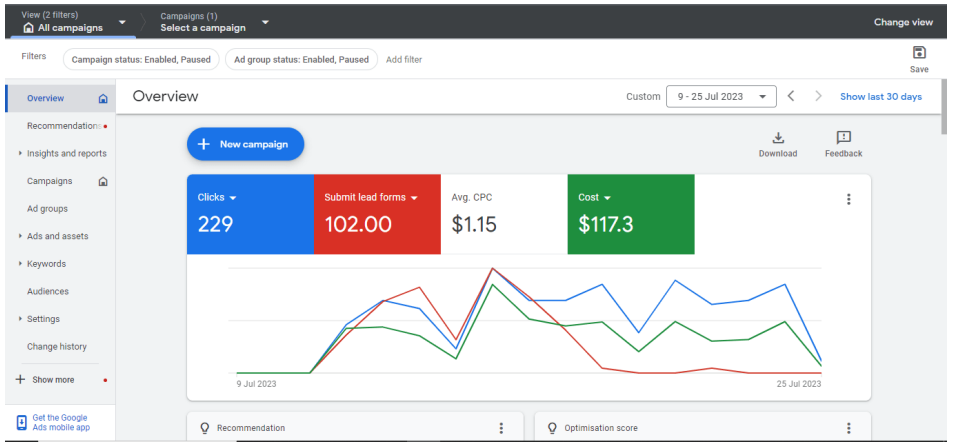
Historical Meta campaign portfolio view with large-scale reach, impressions, spend, and multiple campaigns.

Why this matters to a client

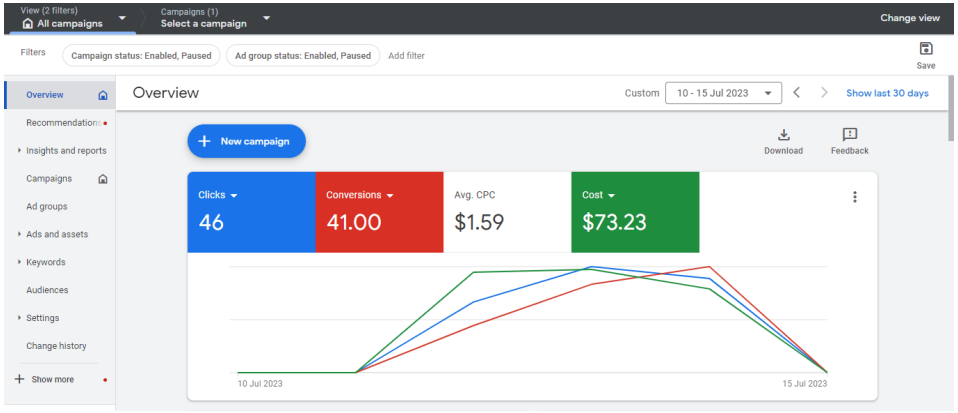
- Management of multiple campaigns, budgets, and advertising objectives.
- Performance monitoring across spend, reach, impressions, and cost per result.
- Campaign optimization informed by advertising platform data.

Google Ads - Lead Generation

Search and conversion campaign examples



Google Ads example showing 229 clicks, 102 lead-form submissions, $1.15 average CPC, and $117.30 cost in the selected date range.



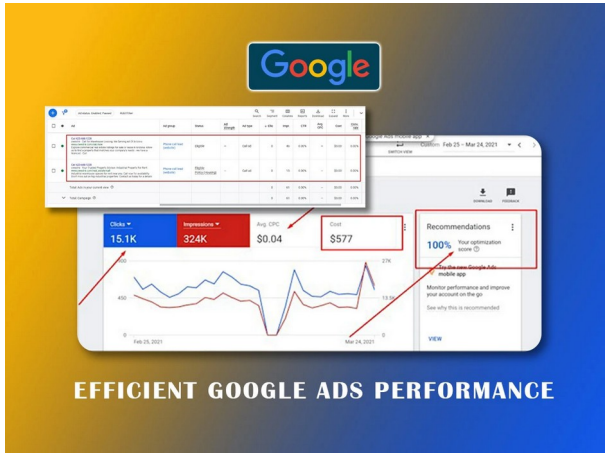
Short-date-range conversion example showing 46 clicks, 41 conversions, $1.59 average CPC, and $73.23 cost.

Campaign management strengths

- Conversion-focused campaign monitoring with attention to cost, clicks, and lead volume.
- Ability to compare short-term and broader-date-range performance to understand efficiency.
- Practical reporting that translates platform metrics into client-facing performance evidence.

Google Ads - Real Estate & Performance

Campaign examples across lead generation and search





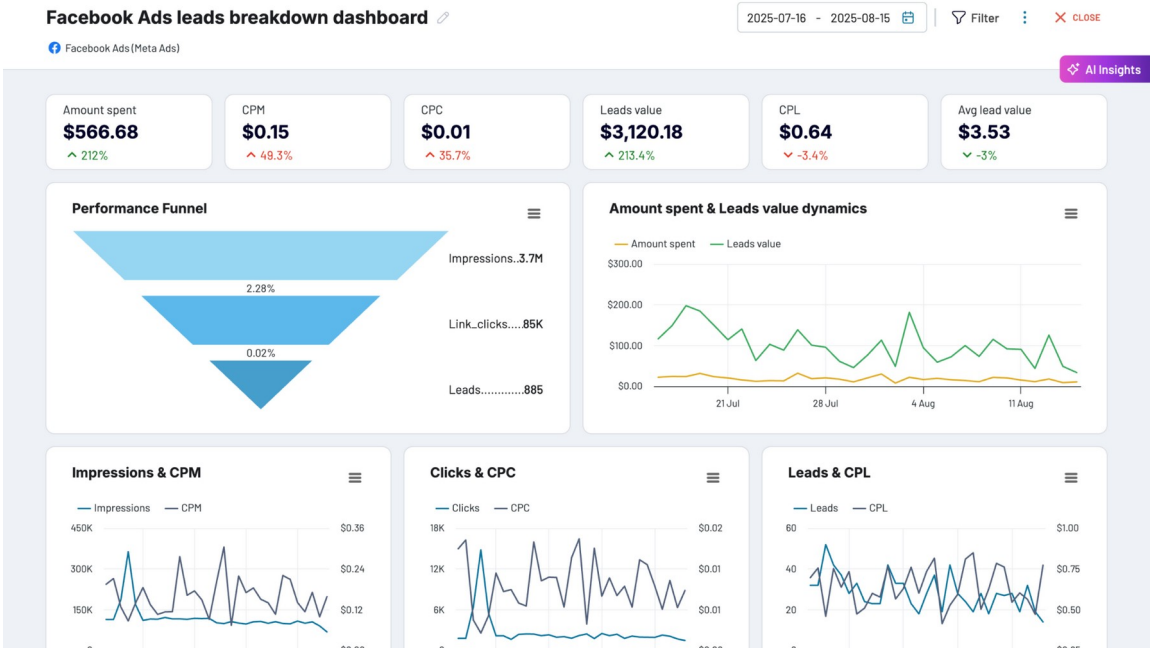


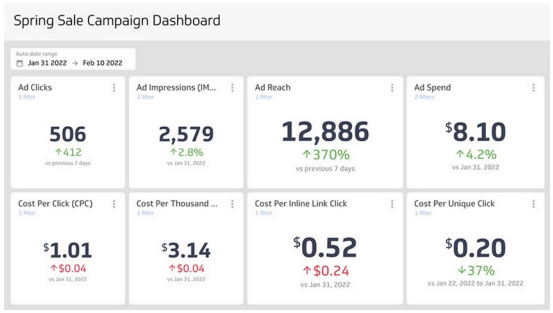
How I approach Google Ads work

- Build around the business goal first - leads, calls, purchases, or qualified enquiries.
- Use conversion data and cost efficiency to guide ongoing decisions rather than optimizing for clicks alone.
- Present performance in a way clients can quickly understand and connect to business impact.

Reporting Dashboards - Lead & Cost Visibility

Client-friendly performance reporting



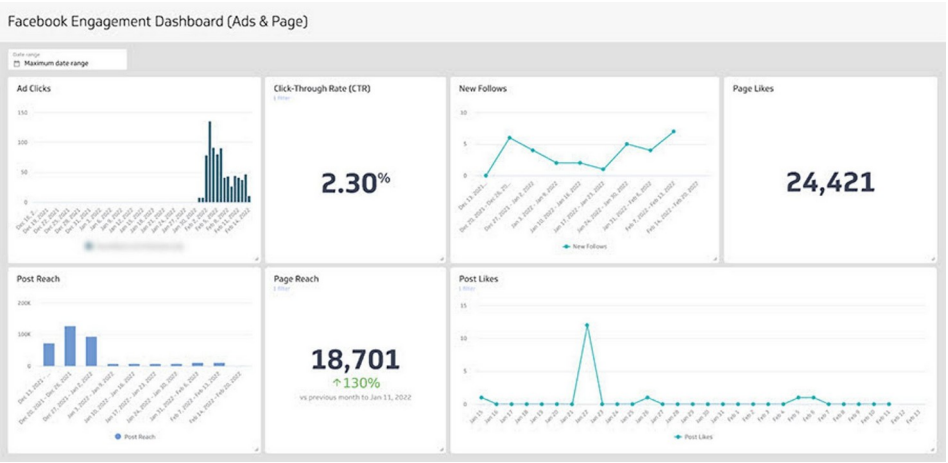


Reporting value

- Consolidates the metrics clients care about into a clear visual view.
- Makes trends, cost movement, and campaign efficiency easier to explain during reporting calls.
- Supports faster decision-making by reducing the need to interpret raw ad-platform tables.

Reporting Dashboards - Engagement & Audience

Organic and paid social visibility



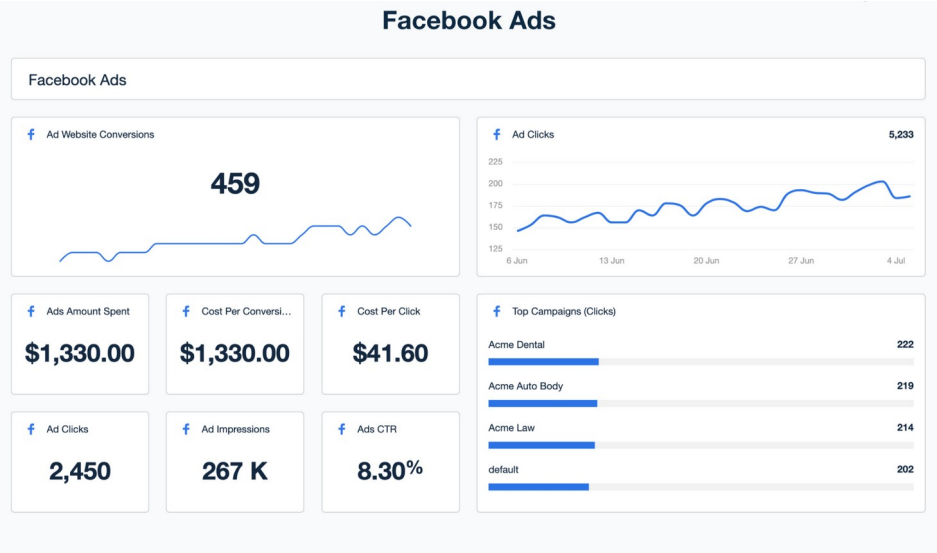


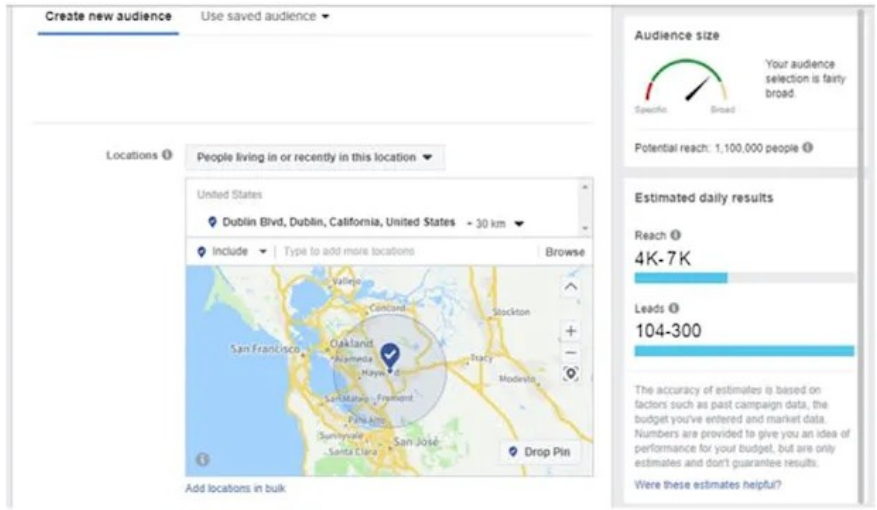
Client communication advantage

- Combines growth, reach, engagement, and audience information into one reporting layer.
- Helps separate vanity metrics from useful indicators such as audience growth, engagement mix, and paid versus organic activity.
- Suitable for recurring monthly reporting and stakeholder updates.

Reporting & Campaign Evidence

Additional reporting and campaign screenshots



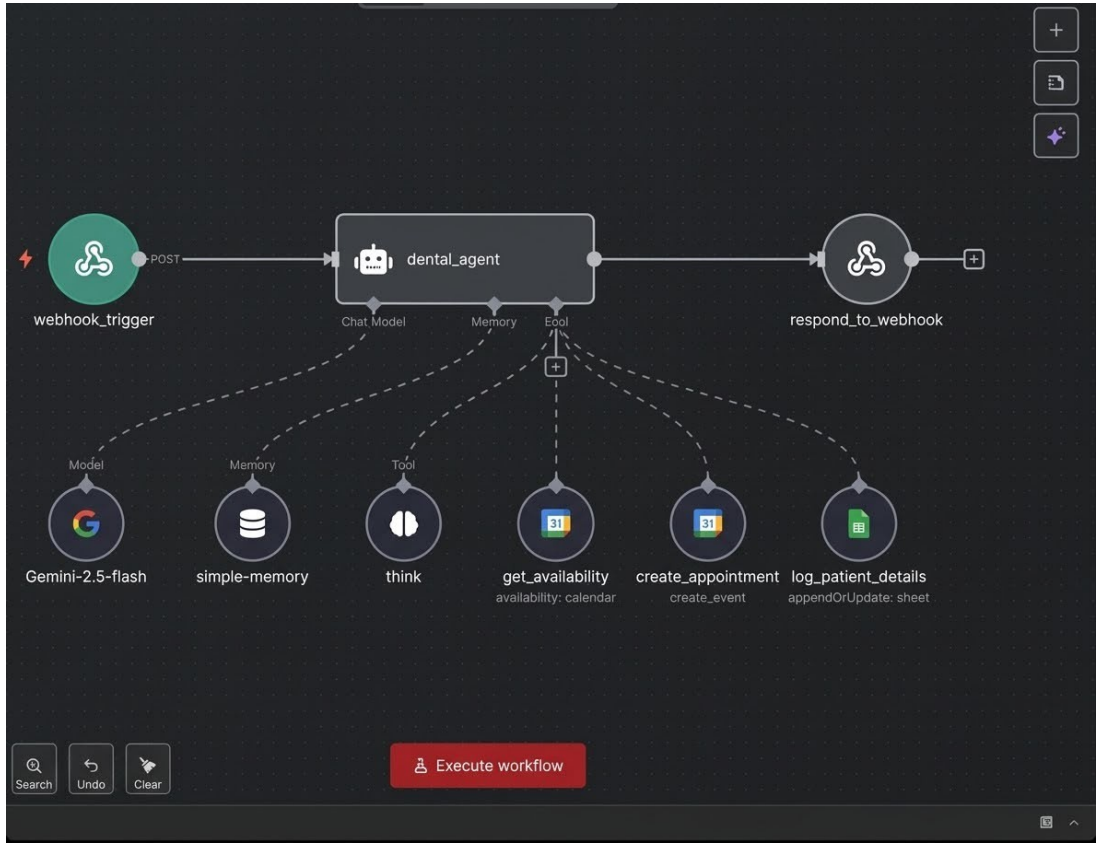


Summary

Campaign management covering setup, audience targeting, conversion tracking, performance analysis, and client reporting.

AI Automation - Appointment Booking

Appointment-booking AI agent workflow



Workflow architecture

- Webhook receives the incoming request.
- AI agent interprets the user request and manages the conversation.
- Memory preserves short-term context for a smoother interaction.
- Calendar tool checks availability before booking.
- Appointment tool creates the event automatically.
- Patient or lead details are logged to a spreadsheet for follow-up.

Project outcomes

An AI appointment-booking workflow that connects conversational requests with calendar availability, event creation, and structured lead or patient data capture.

Built for measurable outcomes.

Paid media performance, clear reporting, and practical AI automation - combined into a portfolio focused on business results and client confidence.

CORE CAPABILITIES

Meta Ads

Campaign setup, lead generation, creative testing, and conversion tracking

Google Ads

Lead generation, conversion monitoring, and cost-efficiency analysis

Reporting

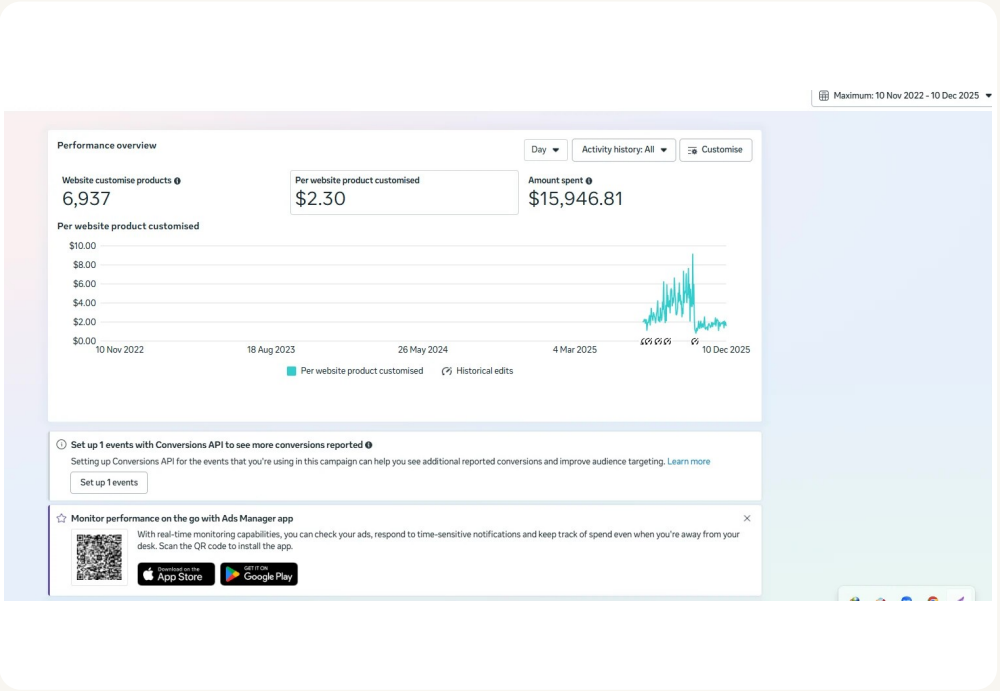
Performance dashboards and client-facing reporting

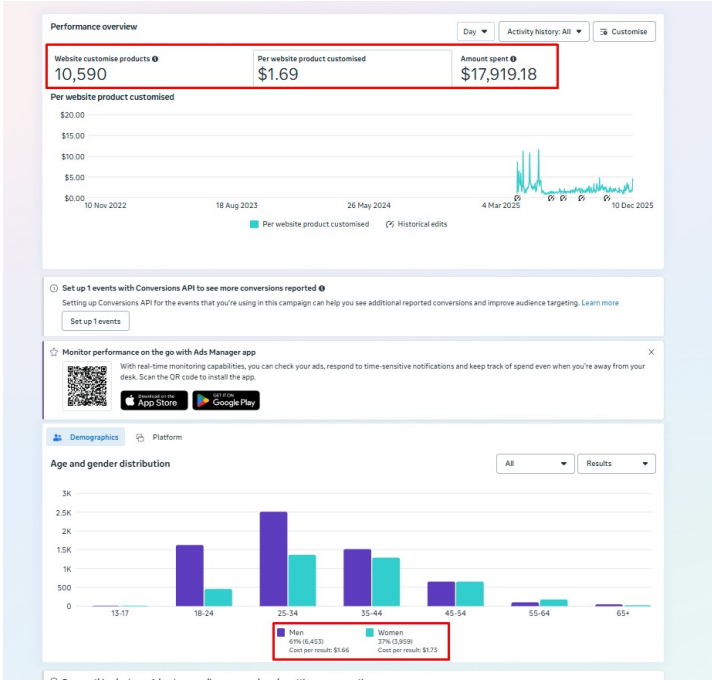
AI Automation

Appointment booking and operational efficiency workflows

Meta Ads | Website customisation

Campaign performance across two selected reporting periods.





CAMPAIGN VIEW A

6,937

$2.30 per result in view A

CAMPAIGN VIEW B

10,590

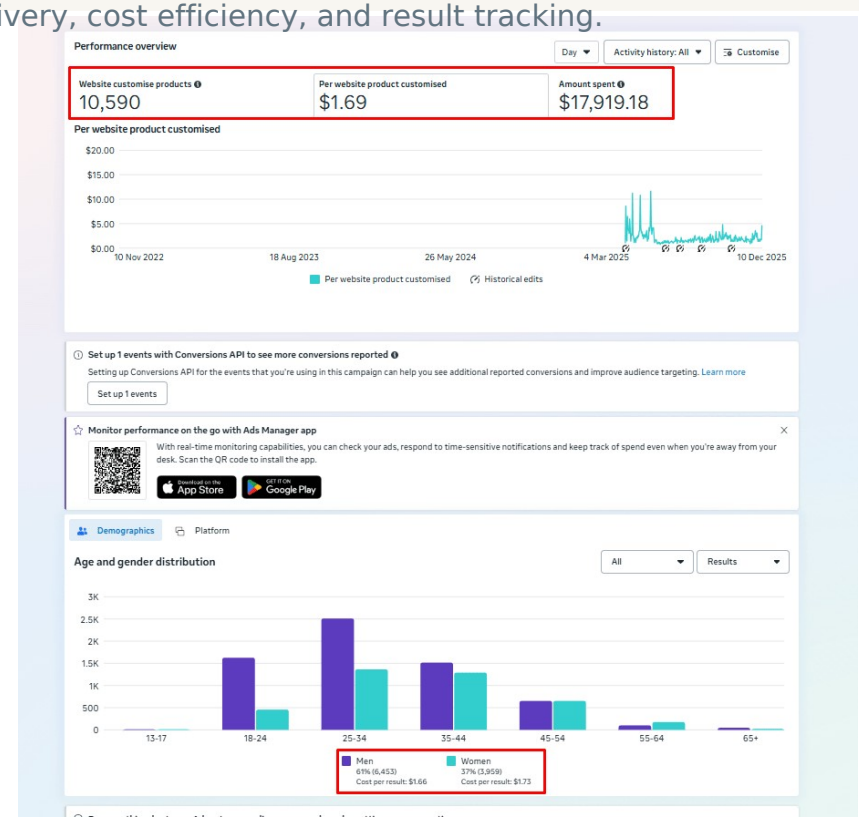
$1.69 per result in view B

$17.9K

Spend displayed in view B

Cost per Result & Optimization

Campaign delivery, cost efficiency, and result tracking.



CAMPAIGN RESULTS

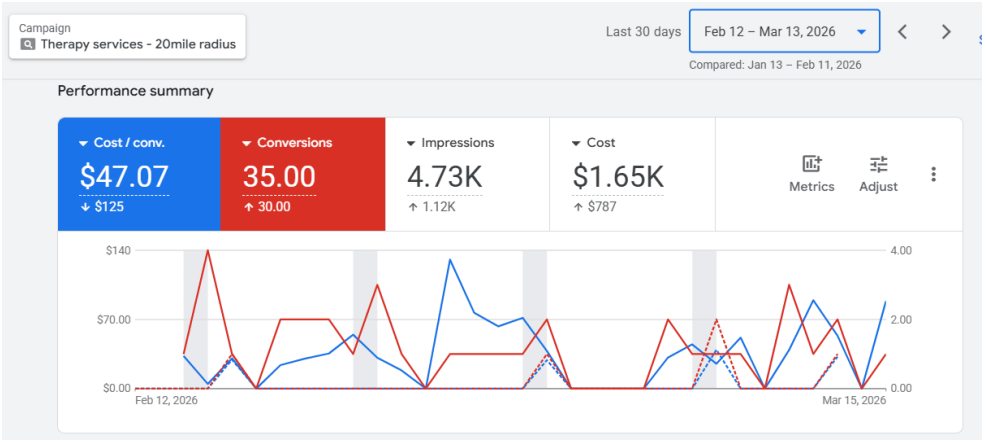
10,590 website product customisations reported in this selected view, with $1.69 reported cost per result and $17,919.18 in spend.

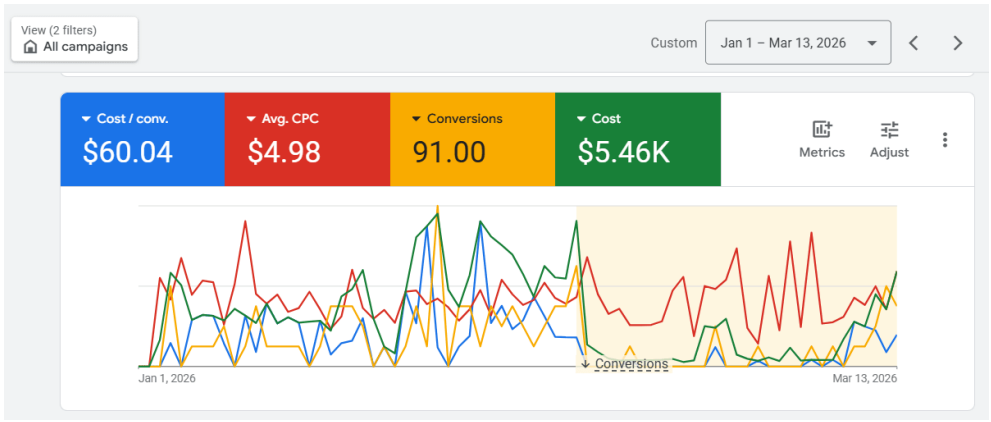
Metrics reflect individual campaign reporting periods; no combined ROAS is presented.

EXECUTION FOCUS

Result tracking, optimisation decisions and spend visibility within Meta Ads Manager.

Google Ads | Service business lead generation





THERAPY SERVICES / 30-DAY VIEW

35 conversions

$47.07 cost per conversion

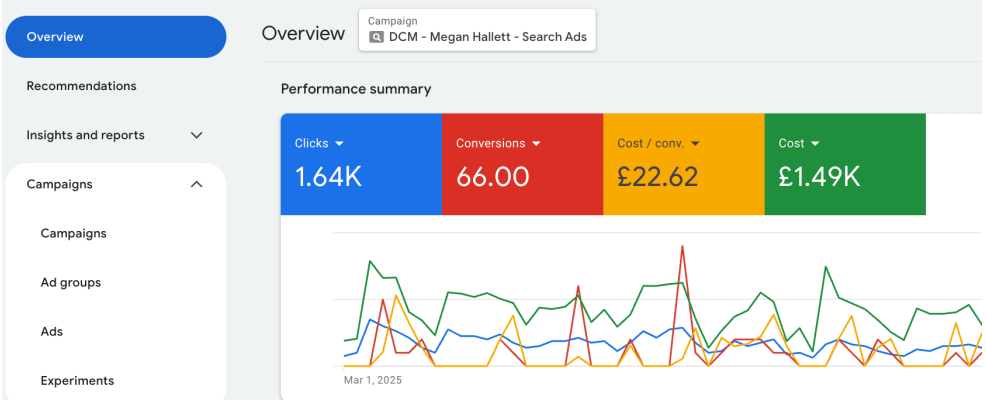
ALL CAMPAIGNS / JAN-MAR 2026

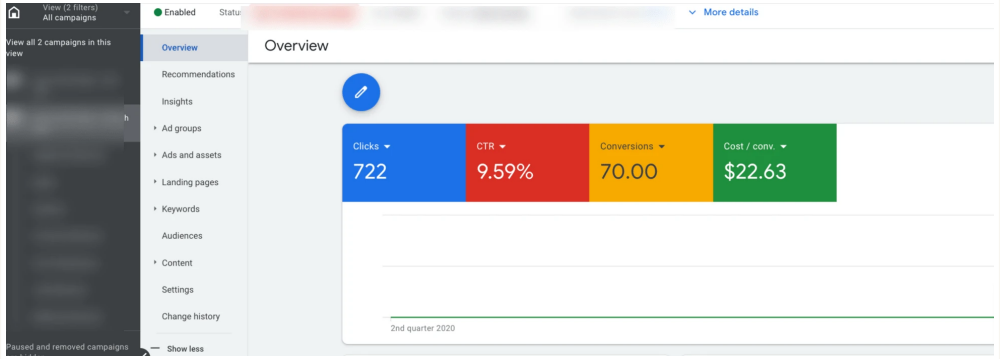
91 conversions

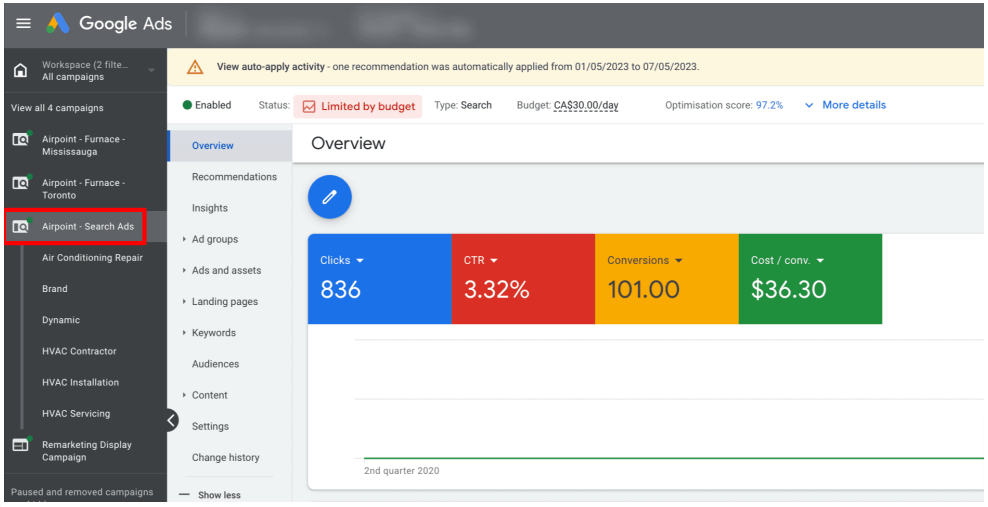
$60.04 cost per conversion

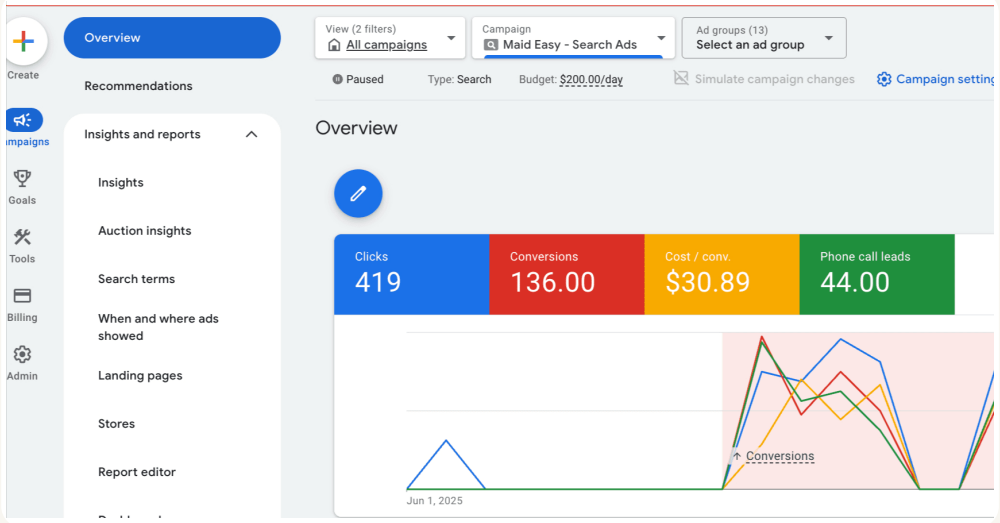
Results reflect separate campaign scopes and reporting periods.

Search Ads | Performance snapshots









Search Ads | Results by campaign

Conversion results and costs in each account's currency.

66 conversions

Megan Hallett: 1.64K clicks; £22.62 / conversion

70 conversions

Junk Pirates: 722 clicks; $22.63 / conversion

101 conversions

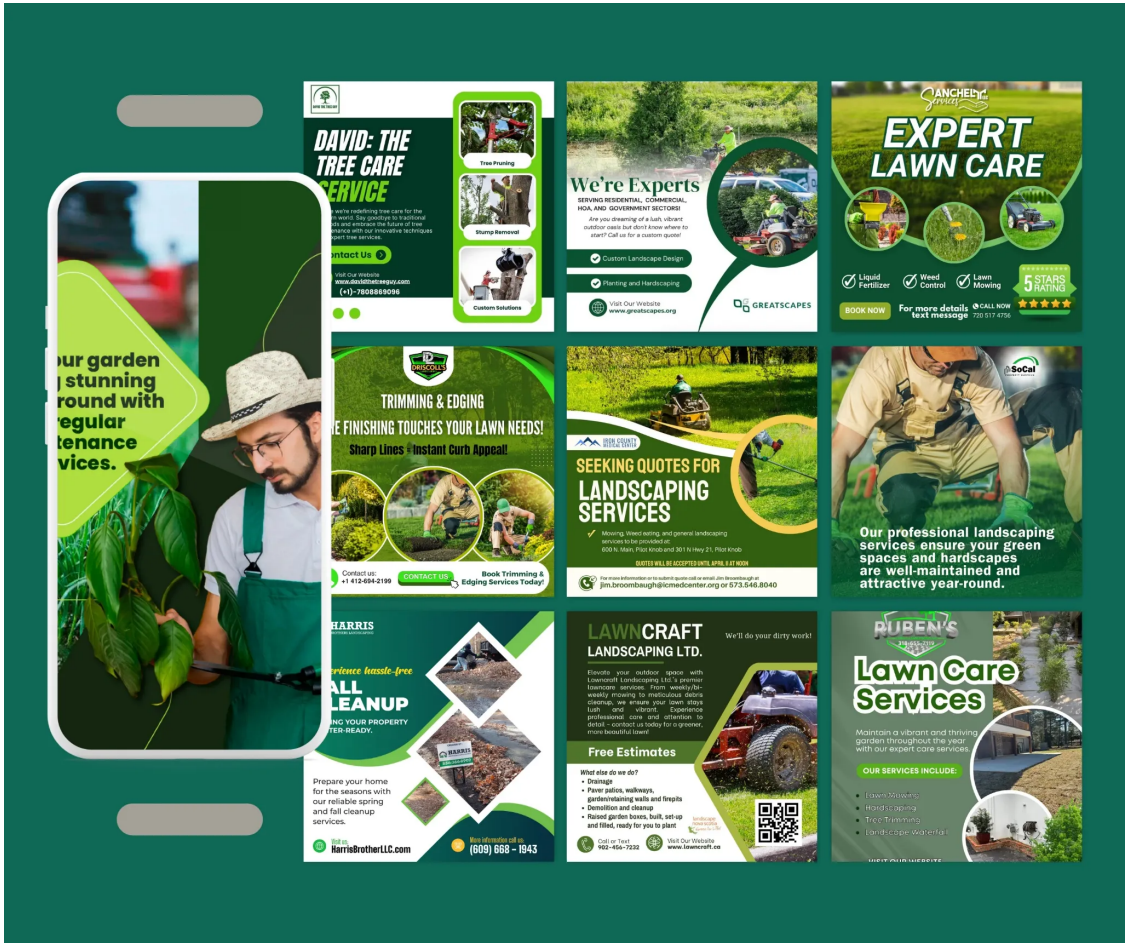
HVAC: 836 clicks; $36.30 / conversion

136 conversions

Maid Easy: 419 clicks; $30.89 / conversion; 44 phone-call leads

Home services & landscaping

Service-first messaging, highly visible calls to action and before/after-style content framing for lawn care and landscape businesses.



CONTENT TYPE / SOCIAL MEDIA DESIGN GALLERY

Digital marketing education

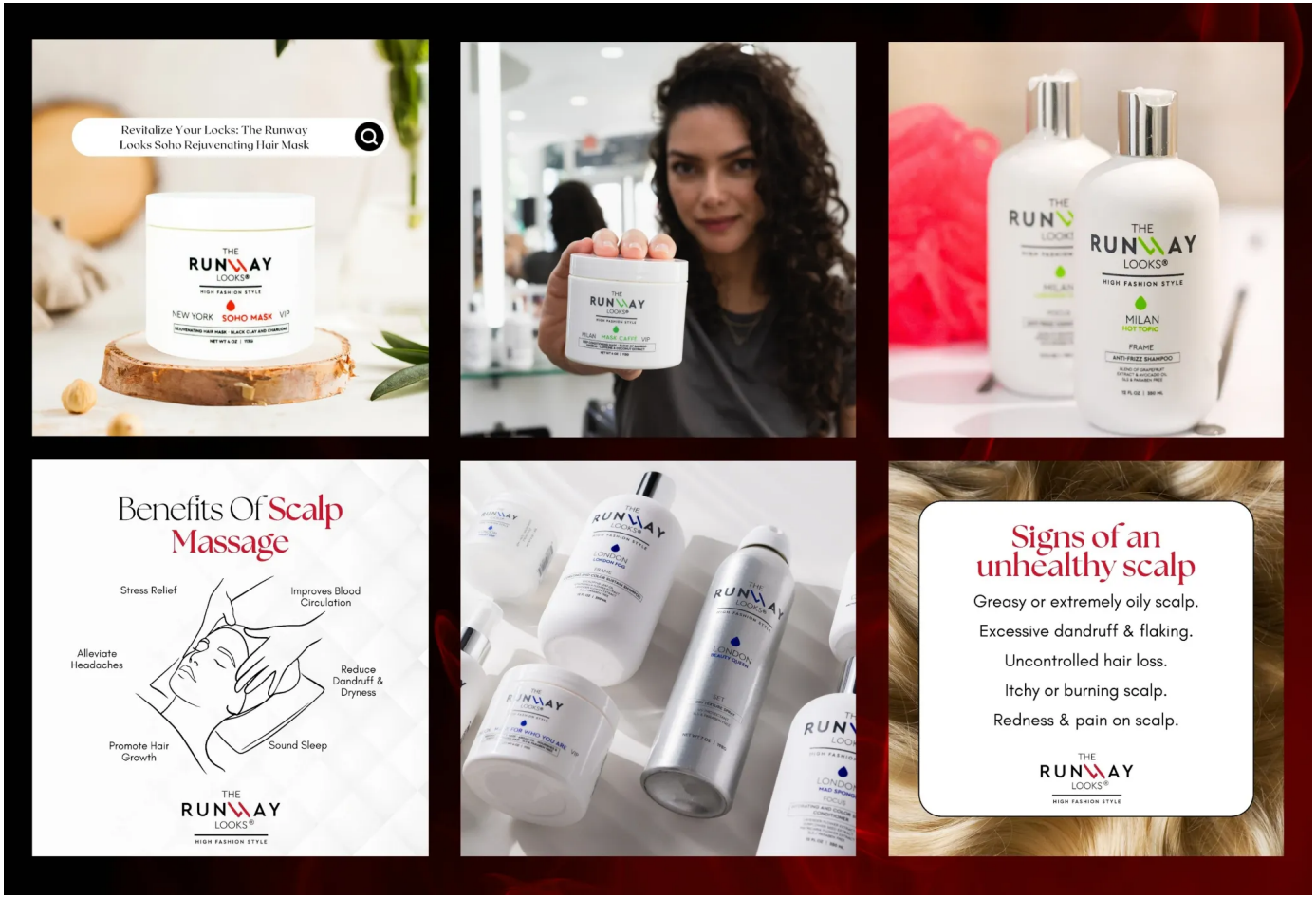
Typographic social content built around marketing education, faceless-content ideas and visual consistency across a post series.



CONTENT TYPE / SOCIAL MEDIA DESIGN GALLERY

Beauty & haircare

A product-led content grid mixing lifestyle photography, product packaging and educational scalp-care information.



CONTENT TYPE / SOCIAL MEDIA DESIGN GALLERY

Healthcare & clinics

Doctor introductions, specialist announcements and service explainers designed for clinic-brand communication.



CONTENT TYPE / SOCIAL MEDIA DESIGN GALLERY

Real estate marketing

Branded posts balancing property imagery, buyer education, agent presence and conversion-oriented calls to action.



CONTENT TYPE / SOCIAL MEDIA DESIGN GALLERY

PERFORMANCE MARKETING / CREATIVE / AUTOMATION

Built to make performance visible.

Selected work in media buying, conversion analysis, reporting dashboards, AI automation, and social media design.

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