

ZAKIROV KAMIL

Media Buyer / Performance Marketing Specialist

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SUMMARY

Performance-driven **Media Buyer with 2+ years of hands-on experience** in **Meta Ads (Facebook, Instagram)** campaign management. Proven expertise in building scalable campaign structures, creative testing, and performance analysis. **Managed \$50,000+ in ad spend** across multiple e-commerce and lead generation campaigns, **achieving ROAS of 2.0–3.6**. Data-driven approach to decision making with focus on A/B testing methodologies and audience optimization. Active learner **staying current with platform updates and industry best practices**.

WORK EXPERIENCE

Media Buyer / Performance Marketing Specialist

comp. *Alay Marketing*

Remote | Oct. 2023 – Dec. 2025

- Managed \$50,000+ cumulative ad spend** across Meta Ads for client projects in **e-commerce niche**
- Set up and launched multiple advertising campaigns** on Facebook and Instagram with structured audience segmentation and proper event tracking
- Achieved **average ROAS of 2.0–3.6** across campaigns through systematic optimization of budget allocation and creative performance
- Developed and tested 200+ ad creatives** (static, video, carousel formats) with detailed performance tracking and analysis
- Designed and optimized landing pages** for e-commerce and lead generation, **creating 3–5 step conversion funnels**
- Built Shopify stores from scratch:** product setup, checkout configuration, conversion **pixel implementation, and post-purchase automation**
- Monitored key metrics daily** (CTR, CPC, CPA, frequency, CPM) and **optimized based on data-driven insights**
- Provided weekly performance reports** to clients with strategic recommendations and identified optimization opportunities
- Consulted on audience targeting strategy** and campaign structure to align with business objectives

TOOLS & TECHNOLOGIES

- Advertising Platforms:** Meta Ads Manager - TikTok Ads - Google Ads
- Analytics & BI:** GA4 - Looker Studio - Meta Analytics
- E-Commerce & Funnels:** Shopify - Typeform - Tally
- Automation & Integration:** Make.com - API Integrations - Manus AI
- Creative & Design Tools:** GetHooked - Higgsfield - NanoBanana - Sora 2 - Arcads AI - Motion - Foreplay
- Productivity & AI:** ChatGPT - Claude - Notion

ADDITIONAL INFORMATION

PORTFOLIO & CASE STUDIES

Full case studies with performance breakdowns available at: kamilzakirov.com

- E-Commerce Campaigns (DTC, Mid-Ticket Products)
- Lead Generation Funnels
- Multi-Geo Campaign Testing
- Creative Performance Analysis

PROFESSIONAL DEVELOPMENT

- Active participant in PPC and performance marketing communities
- Regular consumer of media buying industry content and case studies
- Continuous learning on Meta Ads platform updates and testing best practices
- Focused on understanding creative testing frameworks and sustainable scaling strategies

LANGUAGES

- Russian — Native
- English — Fluent (C1 Advanced)
- Turkish — Intermediate (B1)
- Mandarin Chinese — Beginner (A2)