

# Hamza Ghani Khan

ABU DHABI, UNITED ARAB EMIRATES

REVENUE OPERATIONS & PERFORMANCE STRATEGIST

## CONTACT INFO

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## OVERVIEW

I'm a performance-focused operator who aligns **marketing, ops, and GTM** to drive predictable revenue. I build lean, scalable systems—whether it's fixing attribution, optimizing ROAS, or launching full-funnel paid and lifecycle campaigns, that turn **chaos into clarity** and **leads into pipeline**.

## SKILLS & CAPABILITIES

- **Revenue & Performance:** CRO, Full-Funnel Strategy, A/B Testing, Lead Gen, Lifecycle Marketing, ROAS Optimization
- **Go-to-Market Strategy:** Campaign Planning, GTM Execution, ICP Targeting, Channel Strategy, Messaging, Offer Positioning
- **Paid Media:** Google Ads, Performance Max, Meta Ads, Bing Ads, Retargeting, Lookalikes, Budgeting, Bid Strategy
- **Automation & Analytics:** GA4, GTM, Attribution Modeling, Klaviyo, Zapier, n8n, Odoo ERP, Microsoft Clarity, Hotjar
- **E-commerce & Ops:** Shopify (D2C/B2B), Content Marketing, Checkout Optimization, UX, Technical SEO & AEO for LLMs

## WORK EXPERIENCE

### GROWTH MARKETING MANAGER (Jun 2024 – Present)

Zuma Sales LLC • Washington, United States (Full-Time) • Remote

- **Built full-funnel attribution:** Set up GTM + offline sync for a B2B heavy-equipment firm—enabled Google Ads to target high-quality leads, generating \$1.8M in revenue and 200+ leads in 12 months.
- **Scaled Performance Max campaigns:** Launched high-ticket ads with geo-targeting, keyword signals, audience filters, and creative testing—drove 21.8x average ROAS.
- **Automated lead nurture flows:** Built 8+ Klaviyo sequences (SMS, coupons, responders)—cut drop-off by 9% and delivered \$256K+ in attributed revenue.
- **Led SEO & AI search optimization:** Ran technical/on-page/off-page SEO with AEO aligned to ChatGPT & Gemini—boosted high-ticket leads 53% YoY and beat untargeted segments by 4.5x.
- **Unified paid media reporting:** Built a real-time Odoo dashboard integrating Google & Bing Ads—centralized performance data across 6+ campaigns.

### GROWTH CONSULTANT (Feb 2023 – Present)

Aek Studio LLC • Abu Dhabi, United Arab Emirates (Project-Based) • On-Site

- **Directed high-impact campaign execution:** Managed 25+ paid and owned media campaigns—amplified CTRs by up to 30% through refined messaging and creative testing.
- **Optimization for high-converting landing pages:** Ran GA4 and Hotjar audits to fix bottlenecks in landing pages—boosted lead conversions by 12–20% through optimized product and pricing flows.
- **Led full-funnel growth strategies:** Delivered high ROAS revenue across 8+ e-commerce and accounting clients by aligning offers, audiences, and acquisition channels.

### DIRECTOR OF COMMUNITY MANAGEMENT (May 2022 – Jan 2023)

Rosie Labs Global • New York City, United States (Full-Time) • Remote

- **Led community strategy for global launch:** Managed engagement for FIFA Plus Collect across 3+ social platforms—drove audience growth and contributed to \$2M+ in launch revenue.
- **Scaled retention playbooks across brands:** Directed a team of 4+ to build and execute community frameworks for 5+ brand accounts—set engagement benchmarks during FIFA World Cup 2022.

### E-COMMERCE SPECIALIST (Mar 2020 – Nov 2021)

Sclothers • Karachi, Pakistan (Full-Time) • On-Site

- **Managed \$10K+/mo paid media:** Ran Meta and Google Ads with segmentation and bid optimization—achieved 4.5x ROAS.
- **Scaled revenue via Klaviyo automation:** Built flows for welcome, cart abandonment, and post-purchase—drove 20% monthly revenue growth.

## EDUCATION • Bachelor's in Business Administration & Management – Iqra University (2015 – 2019)