

# Daniyal Tahir

## Full Stack Digital Marketer

### CONTACT

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### LINKS

🌐 [www.heydaniyal.com](http://www.heydaniyal.com)

in [daniyal-tahir](#)

📷 [@dtahirx](#)

📘 [scalewithdany](#)

### PAID & TRACKING

Google Ads

Performance Max

Meta Ads

DV360

GA4

Tag Manager

CAPI

### SEO, PLATFORMS & AI

Technical SEO

Semrush

Shopify

WordPress

AI Automation

### EDUCATION

#### BBA (Marketing)

Karachi University Business School  
2017 · Karachi, Pakistan

#### HSC (Pre-Engineering)

Govt. Degree Gulshan College  
2012 · Karachi, Pakistan

#### SSC (Computer Science)

Crescent Academy  
2009 · Karachi, Pakistan

Full-stack digital marketer with six years turning ad budgets into measurable pipeline. I run paid media, SEO and conversion tracking as one system, so bidding optimises against real revenue rather than guesses. I founded and ran my own ecommerce brand before going agency-side.

### EXPERIENCE

#### Full Stack Digital Marketer

2022 — Present

##### Synergates Business Solutions

- Own client delivery end to end: goals, targets, reporting and lead generation across paid and organic channels.
- Manage \$33K+ in live ad spend across Meta, Google and DV360, delivering 648+ tracked conversions.
- Build GTM, GA4 and server-side tracking so bidding optimises on clean data.

#### Digital Marketing Specialist

2022

##### WPFounders

- Drove organic traffic through keyword research, on-page SEO and technical fixes.
- Added Google PPC and Meta Ads to the channel mix, learning both on the job.

#### Founder

2019 — 2021

##### Chaapu.pk

- Built a made-to-order merchandise brand to 9,000+ followers via niche Instagram marketing and influencer collabs.

#### Social Media Intern

2018 — 2019

##### Dub Clothings & Beyond

- First industry role: managed social channels for an apparel brand, from content calendar to community replies.

### CORE CAPABILITIES

#### Paid Media Strategy

Full-funnel account structure, creative testing and budget pacing across Meta, Google and DV360.

#### SEO & Content

Keyword research, on-page and technical fixes on WordPress and Shopify builds.

#### Measurement & Tracking

GA4, GTM and server-side CAPI setups that feed clean conversion data back into bidding.

#### Reporting & Client Comms

Target setting, dashboards and plain-language updates that keep stakeholders aligned.

LANGUAGES English — professional · Urdu — native