

ABDUL HASEEB

Performance Marketing Leader & AI-Augmented Growth Engineer

Mumbai, India (Remote) · abdul.13haseeb1@gmail.com · abduhaseeb.info · [LinkedIn](#)

SUMMARY

Performance marketer and AI automation builder with 8+ years and \$14M+ in lifetime ad spend across Google, Meta, Microsoft and LinkedIn Ads, peaking at \$500K+/month. I work past the click: lead quality, tracking, lifecycle email and the sales follow-up that decides whether spend pays off. At Opkey, a US B2B software company, I grew qualified leads 197% year over year, cut cost per qualified lead 50% and lifted MQLs 68% by wiring HubSpot lead scoring and nurture back into bidding. Alongside the media work I build the systems behind it: LLM pipelines, Claude skills and scheduled agents, MCP servers that connect AI to Google Ads and GA4, n8n workflows and self-hosted infrastructure on Oracle Cloud. Marketing teams get someone who owns pipeline numbers; AI teams get someone who ships working automation for real marketing problems.

CORE SKILLS

- **Paid Acquisition:** Google Ads, Meta Ads, Microsoft Ads, LinkedIn Ads; Search, Performance Max, YouTube; Meta Instant Lead Forms and LinkedIn Lead Gen Forms; lookalike and CRM audiences; structured creative testing; budgets up to \$500K+/month
- **Lifecycle & CRM:** HubSpot Marketing Hub workflows, lists and lead scoring; nurture, upsell, cross-sell and re-engagement journeys; subject line, offer and cadence tests; Marketo, Apollo.io, Clay, Outreach
- **Tracking & Attribution:** Meta Pixel and Conversions API, LinkedIn Insight Tag, GA4, GCLID offline conversion import, UTM taxonomy, server-side tracking
- **Reporting:** HubSpot and Looker Studio dashboards for MQLs, SQLs, CAC and pipeline by channel; performance reviews with leadership and clients
- **AI & LLM Engineering:** Claude (skills, scheduled agents, Claude Code), OpenAI API, Gemini, Google Antigravity; LLM pipelines, prompt design, MCP servers, AI agents with human approval steps
- **Automation & Infrastructure:** n8n, webhooks and REST APIs, Google Apps Script, Google Ads scripts; Oracle Cloud VPS administration; custom chat UIs for non-technical users; Next.js
- **Collaboration:** Slack, Loom, remote teams across the UK, US, Saudi Arabia, UAE and India

WORK EXPERIENCE

Growth Lead, Performance Marketing & AI Automation | OnDigi Solutions

May 2026 to Present

- Run paid acquisition, lifecycle and growth programs for agency clients in the UK, US, Saudi Arabia and India across Google, Meta and LinkedIn.
- Run Meta lead generation with Instant Lead Forms and iterative creative and audience testing; cut cost per lead about 70% on a B2B healthcare AI account.
- Built AI infrastructure on Oracle Cloud: n8n orchestration, LLM pipelines, a custom chat UI and MCP servers that give Claude live access to Google Ads, GA4, Search Console and YouTube data.
- Built an ICP classifier over Apollo.io exports and implemented GCLID offline conversion tracking so every lead traces back to the campaign that produced it.

Senior Paid Media Manager | Disruptiv Media (Agency, Remote, UK)

Dec 2024 to Apr 2026

- Managed Google, Meta and Microsoft Ads across B2B and B2C client accounts in the UK and international markets, up to \$500K/month.
- Built an LLM pipeline (OpenAI API + Google Sheets) that grades sales-call transcripts for lead quality, so optimisation followed real opportunities.
- Cut wasted budget 40% with AI alerting for CPA spikes and pacing, plus Google Ads scripts and automated rules; ran client newsletters and built Looker Studio dashboards.

Associate Lead, Digital Marketing | Opkey (US B2B Software, Remote)

Jul 2021 to Nov 2024

- Owned demand generation at \$150K/month across Google, Microsoft and LinkedIn Ads, with LinkedIn Insight Tag tracking and Lead Gen Forms.
- Grew qualified leads 197% year over year and cut cost per qualified lead 50%.
- Built HubSpot lead scoring, workflows and nurture; lifted MQLs 68% by feeding CRM-graded lead quality back into bidding; reported MQLs, SQLs and pipeline by source to leadership.

Paid Media Manager | EverLighten (Remote, US)

2018 to 2021

- Ran acquisition for a US custom-manufacturing brand (\$80K budget, team of 6), delivering 5x ROAS.
- Rebuilt landing pages to load 2.4x faster, lifting conversion rates across campaigns.

Digital Marketing Specialist | Advance Core Technology (Jeddah)

2017 to 2018

- Launched and managed first paid search campaigns; handled keyword research and performance reporting.

SELECTED RESULTS

- **B2B enterprise software:** 50% lower cost per qualified lead, 68% more MQLs, 197% year-over-year growth in qualified leads.
- **Healthcare:** 35% lower acquisition cost.
- **High-ticket real estate:** 4-second speed-to-lead on inbound enquiries.
- **E-commerce / custom manufacturing:** 5x ROAS and 2.4x faster landing pages.

AI & AUTOMATION SYSTEMS I HAVE BUILT

- **Claude + MCP marketing stack:** Claude connected to Google Ads, GA4, Search Console and YouTube through MCP servers for audits, keyword plans and reporting.
- **Scheduled Claude agents:** Reusable Claude skills and scheduled agents for daily budget pacing checks, weekly ad-platform research and content drafts.
- **Sales-call lead grading:** LLM pipeline that scores lead quality from call transcripts so paid channels optimise toward opportunities.
- **Self-hosted AI infrastructure:** Oracle Cloud servers running n8n, Gemini and Antigravity LLM pipelines and a custom chat UI for non-technical teammates.
- **CrewSpace:** Internal ad-creative review and approval tool built to replace costly SaaS for a bootstrapped agency.
- **Offline conversion loop and ICP classifier:** GCLID capture tied to CRM records, plus Apollo.io scoring and segmentation for clean, prioritised lists.
- **n8n LinkedIn pipeline:** Google Drive intake, Telegram approvals and scheduled LinkedIn publishing.

EDUCATION, CERTIFICATIONS & LANGUAGES

B.Sc. Computer Science | Monad University, UP, India (2022)

Diploma in Digital Marketing | Softpro Institute, Mumbai, India (2018)

Certifications: Google Search Ads, Google Display Ads, Google Digital Marketing (Google Garage)

Teaching: Part-time faculty, Digital Marketing, IIBMRT

Languages: English (C2), Hindi (C2), Urdu (C2)