

AR

Abdullah Rizwan

Digital Marketer · Meta Ads Specialist

CONTACT

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GOOGLE BUSINESS

AR Digital Agency on Maps

TOOLS

Meta Ads Manager

Meta Pixel

Conversions API

TikTok Ads

Google Business Profile

WordPress

Elementor

Canva

LANGUAGES

English — Professional

Urdu — Native

PROFILE

Digital marketer and founder of AR Digital Agency, Lahore. I plan and run Meta (Facebook & Instagram) campaigns end-to-end — tracking setup, audiences, creatives and weekly optimisation — for local businesses and real estate projects, and report results in clear numbers clients can act on.

EXPERIENCE

Founder & Lead Digital Marketer

Jun 2025 – Present

AR Digital Agency · Lahore

- Built and run a digital marketing agency serving local businesses and real estate projects, and pursuing international clients.
- Plan and manage Meta ad campaigns: objectives, audiences, creative testing and budget optimisation.
- Set up Meta Pixel, Conversions API and custom audiences so campaigns optimise for real enquiries.
- Designed service packages (Basic, Gold, Elite Growth) and built the agency WordPress website with WhatsApp-first lead capture.

Real Estate Marketing & Sales

2025 – Present

ARProperties · Lahore

- Market housing projects across Lahore through lead-generation ads, launch creatives and reels.
- Produce bilingual (English / Roman Urdu) property content for Facebook and Instagram.
- Follow up on leads and support buyers from first enquiry to site visit.

SELECTED WORK

REAL ESTATE

Amanah Residential Towers

Lead-gen campaigns, creatives and a lead roadmap.

AUTOMOTIVE

Sigma Autos

Google Business Profile optimisation for Maps visibility.

E-COMMERCE

Giftyes

Page setup and content for a gift-basket brand.

REAL ESTATE

ARProperties

Campaigns and bilingual content for Lahore housing projects.

EDTECH · AI

AJ Technologies

Branding and marketing content for an AI courses company.

AGENCY

Nexora Digital

Marketing reel and promotional video content.

SKILLS

Paid advertising

Lead form campaigns, retargeting, A/B creative testing, budget optimisation

Tracking & data

Pixel & CAPI setup, custom & lookalike audiences, campaign reporting

Content & brand

Content calendars, reels, bilingual copywriting, brand identity

Web & local search

WordPress sites, landing pages, Google Business Profile, local SEO