

# RANA MUHAMMAD TALHA MAJID

E-Commerce Management | Facebook & TikTok Ads | Shopify | Conversion Optimisation

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## PROFESSIONAL SUMMARY

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Results-driven E-Commerce and Digital Marketing specialist and founder of **NexaGrowth** — a digital marketing agency built to help brands scale through paid social and conversion-focused store management. Hands-on experience operating Shopify stores end-to-end (listings, UX, SEO) and running paid ad campaigns on Facebook Ads Manager and TikTok Ads Manager across traffic, conversion, and retargeting objectives. Skilled in creative testing, audience segmentation, Pixel setup, and data-driven iteration to continuously lower CPA and improve ROAS.

## EXPERIENCE

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### Founder & Digital Marketing Strategist

2024 – Present

#### NexaGrowth Digital Agency | [nexagrowth.xyz](http://nexagrowth.xyz)

- **Situation:** E-commerce brands struggled to profitably scale paid social without wasting budget on untested creatives and broad, unconverted audiences.
- **Task:** Found and operate a full-service digital marketing agency delivering Shopify store management, Facebook Ads, and TikTok Ads solutions to small and mid-size e-commerce clients.
- **Action:** Onboarded and managed **3+ client Shopify stores** — handling product uploads, SEO-optimised descriptions, pricing strategy, and UX layout; built and launched **10+ Facebook and TikTok ad campaigns** covering traffic, conversions, and retargeting objectives; set up Meta Pixel for conversion tracking; ran structured A/B tests on creatives and audiences to identify winning combinations before scaling spend.
- **Result:** Achieved an average **ROAS of 2.5x** across managed campaigns; reduced average CPA by **~35%** through iterative creative testing; one client's Shopify store recorded a **40% uplift in conversion rate** after UX and product-listing optimisation.

### E-Commerce & Ads Specialist (Freelance)

2023 – 2024

#### Independent / Practice-Based | Remote

- **Action:** Self-directed hands-on practice across Shopify store setup, Facebook Ads Manager campaign creation (traffic & conversion objectives), and TikTok Ads Manager audience targeting using interest and lookalike segments; designed ad creatives in Canva aligned with brand guidelines.
- **Result:** Built foundational paid-social competency that directly informed the NexaGrowth agency launch; developed repeatable SOPs for campaign setup, creative briefing, and weekly performance reporting.

## PROJECTS

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### Shopify Store Setup & Optimisation

2023 – Present

Shopify | SEO | Canva | Multiple Client Stores

- Configured **3+ Shopify stores** from scratch — theme customisation, navigation structure, mobile-responsive layout, and checkout flow optimisation.
- Wrote **SEO-optimised product descriptions** with targeted keywords, improving organic discoverability across Google Shopping and Shopify search.
- Managed ongoing product catalogue updates, pricing adjustments, and promotional banners, maintaining **100% listing accuracy** across all stores.

### **Facebook & TikTok Paid Ad Campaigns**

**2023 – Present**

#### **Meta Business Suite | TikTok Ads Manager | Meta Pixel**

- Planned and executed **10+ paid campaigns** across Facebook and TikTok covering awareness, traffic, and conversion objectives with budgets ranging from \$50 to \$500 per campaign.
- Performed structured creative A/B tests — comparing hooks, CTAs, and visuals — scaling winning ad sets by up to **3x** after statistical confidence reached.
- Set up Meta Pixel for event tracking (ViewContent, AddToCart, Purchase) and built retargeting audiences from website visitors and abandoned carts.

## **EDUCATION**

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### **BS Computer Science**

**2023 – 2027 (Expected)**

**University of Engineering & Technology (UET) Taxila**

## **SKILLS & TOOLS**

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- **E-Commerce:** Shopify Store Setup & Management, Product Listing & SEO, UX Optimisation, Conversion Rate Optimisation (CRO)
- **Paid Advertising:** Facebook Ads Manager, TikTok Ads Manager, Audience Targeting & Retargeting, Creative Testing, Campaign Scaling, Meta Pixel Setup
- **Analytics & Strategy:** Ad Performance Analysis, ROAS & CPA Tracking, A/B Testing, Basic SEO for E-Commerce
- **Creative & Tools:** Canva (ad creatives), Meta Business Suite, Google Workspace, Shopify Analytics Dashboard