ZIA UL HASSAN

Group Head of Marketing | Performance Media, Brand and Growth

Lahore, Pakistan | Overlap available with GST, CET, GMT and US Eastern mornings
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PROFILE

Group Head of Marketing at Vision Group, leading a 30-person national team across eight businesses in real estate, cinema, hospitality, education and design. Reports directly to the Chairman and Vice Chairman. Owns the complete marketing function: performance media, lead generation, brand, out of home, events and in-house film production. Thirteen years in the field, with paid media on Meta, Google, YouTube and programmatic still the core of the work, run across Pakistan, the UK, UAE, Saudi Arabia and Portugal. Computer science background, applied mainly to tracking setup, attribution and reporting.

SELECTED RESULTS

- 400% growth in Cinestar Cinemas digital ticket conversions after rebuilding Google and paid social funnels around showtime and location intent.
- 23% lift in on-site conversion rate through funnel redesign, audience refinement and landing page testing.
- 80% increase in digital reach for ParkView City across Meta and Google.
- 20% above target on footfall acquisition for a retail destination using geo-targeted campaigns.
- 25% organic community growth in 90 days by pairing paid amplification with a content-led calendar.

PLATFORMS AND TOOLS

Meta Ads Manager, Google Ads, Google Ads Editor, YouTube Ads, programmatic display and DSP buying, LinkedIn Ads, TikTok Ads

GA4, Google Tag Manager, Meta Conversions API, server-side tracking, Looker Studio, attribution modeling, A/B and multivariate testing

CRM and marketing automation, lead scoring, retargeting and lookalike modeling, SEO and SEM, creative testing frameworks

TVC and DVC production, OOH planning and buying, event and activation management, PR and influencer programs, print and radio

EXPERIENCE

Vision Group, Lahore, Pakistan 2020 – Present

Diversified group operating ParkView City (Lahore, Islamabad and Rawalpindi), Cinestar Cinemas, Crafe, Crafe Upstairs, Zay Studio, The National School & College and Samaa TV.

Group Head of Marketing 2023 – Present

- Leads a 30-person marketing team on a national footprint, owning every marketing function for eight businesses: performance and digital media, lead generation, brand, out of home, events and activations, PR and production. Annual media budget of roughly [USD X].
- Reports to the Chairman and Vice Chairman, setting group marketing strategy and budget allocation with them directly.
- Runs acquisition for ParkView City across Lahore, Islamabad and Rawalpindi, covering both horizontal plot developments and vertical high-rise projects, with campaigns aimed at buyers in Pakistan, the UK, UAE and Saudi Arabia.
- Owns commercial production end to end for every group brand, from TVCs and DVCs through to digital-first creative, keeping the work in-house rather than with outside agencies.
- Rebuilt acquisition funnels with the sales, technology and operations teams, tightening targeting layers and conversion checkpoints to improve lead-to-sale efficiency. On-site conversion rate rose 23%.
- Led go-to-market for Crafe and Crafe Upstairs from launch, covering positioning, media setup, audience build and performance funnels.

- Moved segmentation, bid management and creative delivery onto automated and predictive tooling, and built CRM automation and loyalty programs for the hospitality brands and enrolment funnels for the school and college.

Brand and Marketing Manager 2022 – 2023

- Ran ParkView City's international acquisition across Pakistan, the UK, UAE and Saudi Arabia, reducing cost per lead while holding lead quality steady.
- Expanded digital reach by 80% through restructured Meta and Google campaigns.
- Built media plans combining SEM, SEO, programmatic display and retargeting, validated through structured A/B and multivariate testing cycles.
- Managed the full creative and buying cycle in-house across Meta, Google, YouTube, programmatic and traditional channels, including OOH and offline-to-online acquisition through geo-targeting.

Group Marketing Team Lead 2020 – 2022

- Grew Cinestar's digital ticket conversions by 400% by rebuilding its Google and paid social funnels.
- Managed cross-border campaigns across the UK, Portugal, UAE and the wider GCC, improving international lead quality and spend efficiency.
- Built real-time performance dashboards to replace monthly reporting, which shortened the optimization loop and improved attribution visibility.
- Exceeded footfall acquisition targets by 20% for a retail and shopping destination through geo-targeted performance campaigns.
- Ran end-to-end content production for brand, product and awareness campaigns across Google Ads, Meta, YouTube, LinkedIn and influencer channels.

Barz Digital, Lahore, Pakistan 2018 – 2020

Chief Operating Officer and Marketing Consultant

- Ran delivery, hiring and commercials for a consultancy serving small and mid-sized businesses.
- Client work included admissions lead generation for Lahore Grammar School, footfall and online conversion for Al-Fatah Shopping Mall, launch marketing for a Denmark-based ride-hailing and delivery startup, and artist audience growth for a recording musician.

Dowell Consultancy, Lahore, Pakistan 2013 – 2018

Digital Campaign Strategist

- Planned and ran digital campaigns for national and provincial assembly candidates across Pakistan's 2013 and 2018 general elections.
- Built online presence from scratch for first-time candidates, covering content production, audience targeting, paid distribution and rapid-response messaging. Several campaigns worked on resulted in successful elections to office.

SELECTED INDEPENDENT PROJECTS

- Mayari Funkaari: built the e-commerce store and social strategy; sales up 400% in the first month.
- The Fries Factory: doubled restaurant sales through social-led ordering.
- Delizza: 25% increase in home delivery sales.
- Lasbela University of Agriculture, Water and Marine Sciences: admissions awareness campaign run with the Vice Chancellor's office.

EDUCATION AND CERTIFICATION

BS Computer Science, Government College Bahawalpur

Certified Growth Hacker, Eazl (United States)