

Hi 🙋 ,
I'm **ATEEQ**, A passionate
Marketing Expert with a
hands on 8+ years of
experience. 🚀

In this document I've showcased
my some of previous project's case
study for a better understanding
of my skills.



“ I create and implement marketing strategies to achieve the
desired business goals! ”

MARKETING PORTFOLIO

This portfolio encapsulates a high-impact, data-centric marketing performance record, showcasing real-world campaign outcomes across diverse industries, including eCommerce, SaaS, fitness, franchising, education, health, and professional services.

Each case study in the document offers clear, quantified insights into campaign effectiveness, highlighting not just creative strategy but tangible business results such as revenue growth, cost-efficiency improvements, and scalable lead generation frameworks.

The portfolio reflects mastery over platforms like Meta (Facebook & Instagram), Google Ads, LinkedIn and CRM integrations (Zoho & Zapier) for marketing automation, retargeting, and lead nurturing.

Here are the few Clients I worked for:

- <https://michellesmaccs.com>
- <https://www.thefranchiseeducator.com>
- <https://safety-chat.com>
- <https://xpertprime.com>
- <https://www.sateensoft.com>
- <https://domelic.pk>
- <https://kitabmela.com.pk>
- <https://leaury.com>
- <https://havitam.com>
- <https://theautoinjuryhotline.com>
- <https://machzeroone.com>
- <https://www.agtek360.com>
- <https://milayapm.sa>

The results mentioned below are primarily derived from these businesses. However, due to client/company NDAs, the outcomes are not explicitly attributed to any specific business listed.

Analytical Breakdown of Portfolio

1. KPI-Driven Campaign Structuring

- Every campaign is performance-engineered with clear KPIs:
 - **Reach & Impressions** for brand awareness
 - **CTR & CPC** for engagement and cost optimization
 - **Conversions & ROAS** for revenue tracking
 - **CPL & CPA** for cost-efficiency across lead-gen verticals
- These metrics are not listed arbitrarily; they're tied to **business objectives**, whether that's reducing acquisition costs or scaling

2. Cross-Channel Execution Excellence

- Demonstrates full-funnel strategy across awareness, consideration, and conversion phases:
 - **Meta Ads:** Strong CTR benchmarks (1.8% – 4%+), optimized through precise audience segmentation and retargeting funnels.
 - **Google Ads:** High-intent campaigns with competitive **ROAS (4x–7x)** and strategic keyword bidding.
 - **LinkedIn:** B2B lead acquisition with tailored messaging and **conversion-optimized**

3. Industry-Wise Versatility

- **Healthcare:** Achieved high appointment bookings with low CPL using geo-targeted awareness + call-to-action ads.
- **Franchise/Education:** Scaled lead generation with **\$5–\$12** CPL and segmented email nurture campaigns.
- **eCommerce:** Delivered **5x–8x ROAS** via dynamic product ads, carousel creatives, and festive retargeting strategies.
- **Fitness:** Acquisition-focused campaigns with optimized local reach and **high lead-to-conversion ratios**.

4. CRM and Automation Synergy

- Integrated Zoho/HubSpot for **automated drip campaigns**, lead scoring, and **remarketing workflows**.
- Detailed CRM use-cases show:
 - Form-to-lead synchronization
 - Audience retargeting based on pixel behaviors
 - Abandoned cart automations tied to Meta/Google Ads audiences

5. Creative + Analytical Synergy

- The campaigns are backed by **strategically aligned creatives** tailored copies, scroll-stopping visuals, and A/B tested messaging.
- Use of content funnels (blogs, reels, testimonials, offers) reflects a cohesive content-marketing-meets-performance approach.

6. Quantified Business Outcomes

- The portfolio emphasizes **ROI, not vanity metrics**:
 - “\$3,000 spend → \$24,000 in revenue”
 - “60–80 qualified franchise leads/month with <\$10 CPL”
 - “Reduced CAC by 40% in 90 days”

Each project includes **before/after analysis**, platform insights, and optimization strategies deployed.



The screenshot displays the Facebook Ads Manager interface. At the top, it shows 'Ad sets' for account 'AgTek360 (12935801519...)' with 39 Opportunity score ads. The interface includes filters for 'All ads', 'Had delivery', 'Actions', and 'Active ads'. Below the filters, there are tabs for 'Campaigns' (2 selected), 'Ad sets for 2 Campaigns', and 'Ads for 2 Campaigns'. The main table shows two ad sets: 'Montana (US) - Specific' and 'South Canada - Specific'. Both are 'On' and have a 'Meta purchase conversion' of 1.00 and a 'Cost per purchase' of \$0.00. The 'Marketing Ready' status is 14 for Montana and 21 for South Canada. The 'Cost per Marketing' is \$0.00 for both. The 'Cost per Facebook' is \$18.39 for Montana and \$16.76 for South Canada. The 'Facebook Conversion' is \$0.00 for both. The 'Facebook' conversion is 13 for Montana and 21 for South Canada. The 'Landing page view...' is 11.21% for Montana and 6.67% for South Canada. The table shows results from 2 ad sets.

Off / On	Ad set	Meta purchase conversion...	Cost per purchase	Marketing Ready	Marketing Ready...	Cost per Marketing...	Cost per Facebook	Facebook Conversion...	Facebook	Landing page view...	
<input checked="" type="checkbox"/>	Montana (US) - Specific	1.00	\$0.00	—	14	\$0.00	\$18.39	\$19.81	\$0.00	13	11.21%
<input checked="" type="checkbox"/>	South Canada - Specific	1.00	\$0.00	—	21	\$0.00	\$16.76	\$16.76	\$0.00	21	6.67%

Ad sets AgTek360 (12935801519... 39 Opportunity score Updated just now Discard drafts Review and publish (2)

Filter by name, ID or metrics

Campaigns 2 selected Ad sets for 2 Campaigns Ads for 2 Campaigns This month: Jun 1, 2025 - Jun 30, 2025

+ Create Duplicate Edit A/B test More Columns: Custom Breakdown Reports Export Charts

Off / On	Ad set	CTR (link click-through rate)	Clicks (all)	CTR (all)	CPC (all)	Unique clicks (all)	Leads	Website leads	Offline leads	Meta Leads
<input checked="" type="checkbox"/>	Montana (US) - Specific	1.66%	152	2.35%	\$1.69	105	13	-	-	13
<input checked="" type="checkbox"/>	South Canada - Specific	0.95%	457	1.60%	\$0.77	324	22	-	-	22

Results from 2 ad sets

Ad sets AgTek360 (12935801519... 39 Opportunity score Updated just now Discard drafts Review and publish (2)

Filter by name, ID or metrics

Campaigns 2 selected Ad sets for 2 Campaigns Ads for 2 Campaigns This month: Jun 1, 2025 - Jun 30, 2025

+ Create Duplicate Edit A/B test More Columns: Custom Breakdown Reports Export Charts

Off / On	Ad set	Amount spent	Ends	Schedule	Impressions	CPM (cost per 1,000...)	Link clicks	CPC (cost per link click)	CTR (link click-through rate)	Click
<input checked="" type="checkbox"/>	Montana (US) - Specific	\$257.47	Ongoing	Jun 17, 2025 - Ongoing	6,465	\$39.83	107	\$2.41	1.66%	
<input checked="" type="checkbox"/>	South Canada - Specific	\$351.89	Ongoing	Jun 12, 2025 - Ongoing	28,545	\$12.33	270	\$1.30	0.95%	

Results from 2 ad sets

Ad sets AgTek360 (12935801519... 39 Opportunity score Updated just now Discard drafts Review and publish (2)

Filter by name, ID or metrics

Campaigns 2 selected Ad sets for 2 Campaigns Ads for 2 Campaigns This month: Jun 1, 2025 - Jun 30, 2025

+ Create Duplicate Edit A/B test More Columns: Custom Breakdown Reports Export Charts

Off / On	Ad set	Delivery	Actions	Attribution setting	Results	Reach	Views	Frequency	Cost per result	Budget
<input checked="" type="checkbox"/>	Montana (US) - Specific	Active	3 recommendations	7-day click or...	Meta leads	13	2,723	6,573	2.37	\$19.81 Daily
<input checked="" type="checkbox"/>	South Canada - Specific	Active	3 recommendations	7-day click or...	Meta leads	22	11,233	29,280	2.54	\$16.00 Daily

Results from 2 ad sets

Campaigns Ad sets Ads

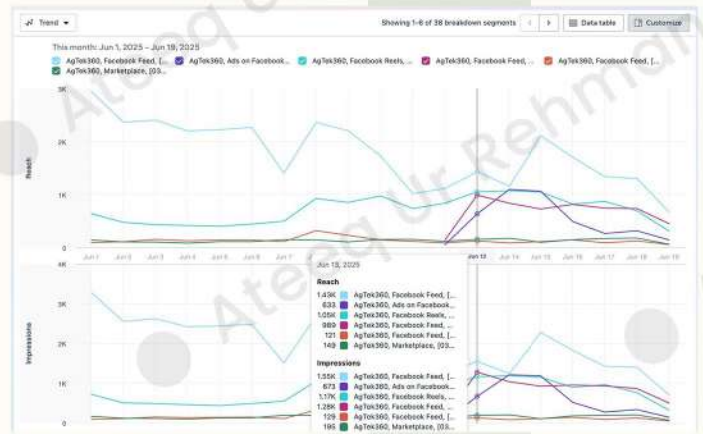
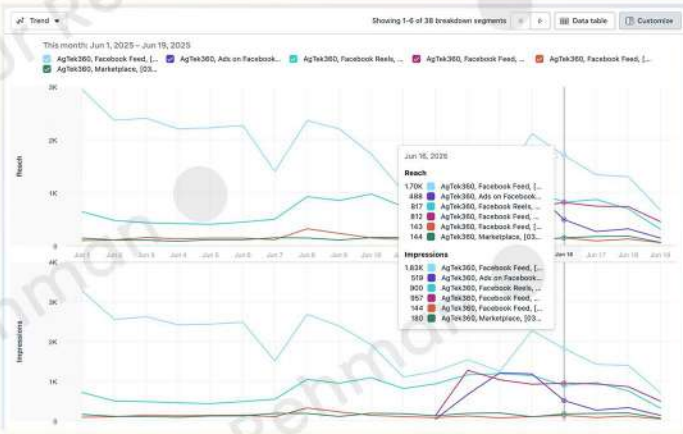
+ Create Duplicate Edit A/B test More Columns: Custom Breakdown Reports Export Charts

Off / On	Ad set	Marketing Ready	Marketing Ready...	Cost per Marketing...	Cost per Facebook	Facebook Conversion...	Facebook	Landing page view...
<input checked="" type="checkbox"/>	Montana (US) - Specific		5	\$0.00	\$23.44	\$23.44	\$0.00	5 10.00%
<input checked="" type="checkbox"/>	South Canada - Specific		10	\$0.00	\$20.82	\$20.82	\$0.00	10 4.27%
<input checked="" type="checkbox"/>	[03/27/2025] Promoting AgTek360 's form ...		26	\$0.00	\$33.38	\$34.71	\$0.00	25 9.16%

Campaigns Ad sets Ads

+ Create Duplicate Edit A/B test More Columns: Custom Breakdown Reports Export Charts

Off / On	Ad set	Leads Conversion...	Website leads conversion...	Offline leads conversion...	Meta Leads Conversion...	Cost per lead
<input checked="" type="checkbox"/>	Montana (US) - Specific		\$0.00	\$0.00	\$0.00	\$23.44
<input checked="" type="checkbox"/>	South Canada - Specific		\$0.00	\$0.00	\$0.00	\$20.82
<input checked="" type="checkbox"/>	[03/27/2025] Promoting AgTek360 's form ...		\$0.00	\$0.00	\$0.00	\$10.85



Platform	Reach	Impressions	Frequency	Amount spent	Attribution setting	Leads	Meta Leads
All	30,683	79,041	2.58	\$791.28	7-day click or 1-day vi...	70 [2]	70
All	21,276	47,675	2.24	\$425.79	7-day click or 1-day vi...	41	41
All	19,376	39,754	2.05	\$339.11	7-day click or 1-day vi...	37	37
All	19,370	39,754	2.05	\$338.92	7-day click or 1-day vi...	37	37
All	712	764	1.07	\$7.39	7-day click or 1-day vi...	2	2
360 four Soil Hydrated, Eve... in 1 ad	712	761	1.07	\$7.67	7-day click or 1-day vi...	2	2
Facebook	662	706	1.07	\$6.84	7-day click or 1-day vi...	2 [2]	2
Instagram	53	55	1.04	\$0.83	7-day click or 1-day vi...	—	—
All	1,419	1,533	1.08	\$15.22	7-day click or 1-day vi...	2	2
360 four Soil Hydrated, Eve... in 1 ad	1,419	1,533	1.08	\$15.22	7-day click or 1-day vi...	2	2
Facebook	1,301	1,406	1.08	\$13.64	7-day click or 1-day vi...	1 [2]	1
Instagram	122	127	1.04	\$1.58	7-day click or 1-day vi...	1 [2]	1
All	1,416	1,523	1.08	\$16.67	7-day click or 1-day vi...	2	2
360 four Soil Hydrated, Eve... in 1 ad	1,416	1,523	1.08	\$16.67	7-day click or 1-day vi...	2	2
30,683 Accounts Center accounts		79,041	2.58	\$791.28	7-day click or 1-day ...	70 [2]	70
Total		79,041	2.58	\$791.28	Total spent	70 [2]	70

Summary of your top campaign "AC | Pmax Handrails"

Key metrics

Conversions 9 -18%	Cost per conversion \$42.68 +11%	Cost \$383.86 -9%
Clicks 237 +88%	Clickthrough rate 0.48% -0.62%	Impressions 50K +393%

Optimization score

75.1%

Your Optimization score has decreased by 0.13% over the past week.

Drive campaign performance by improving your score.

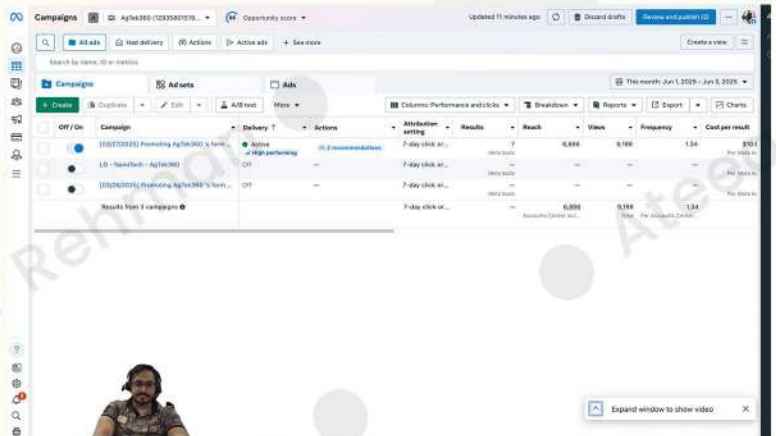
Expand reach with more assets +4.7%¹

Help improve your ads' clickthrough rates with sitelink assets +3.9%¹

Add lead form assets to your ads +1.7%¹

[Improve your score](#)

¹This metric was generated up to 48 hours ago.

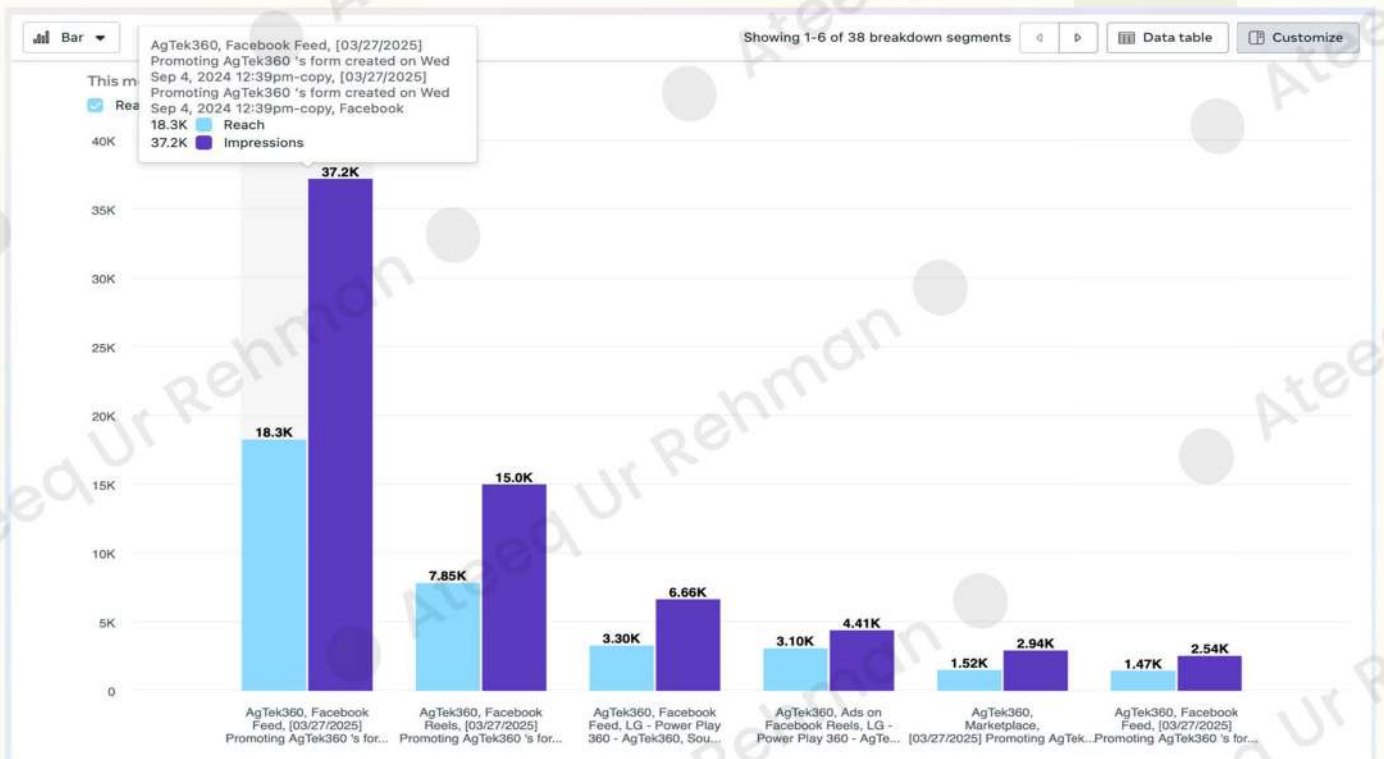


Off / On	Ad set	Clicks (all)	CTR (all)	CPC (all)	Unique clicks (all)	Leads	Website leads	Offline leads	Meta Leads
<input type="checkbox"/>	Montana (US) - Specific	71	1.58%	\$1.65	54	5	—	—	5
<input type="checkbox"/>	South Canada - Specific	293	1.46%	\$0.71	206	10	—	—	10
<input type="checkbox"/>	[03/27/2025] Promoting AgTek360 's form ...	1,712	1.93%	\$0.51	1,268	80	—	—	80

Off / On	Ad set	Amount spent	Ends	Schedule	Impressions	CPM (cost per 1,000...)	Link clicks	CPC (cost per link click)	CTR (link click-through rate)
<input type="checkbox"/>	Montana (US) - Specific	\$117.22	Ongoing	Jun 17, 2025 - Ongoing	4,502	\$26.04	50	\$2.34	1.11%
<input type="checkbox"/>	South Canada - Specific	\$208.15	Ongoing	Jun 12, 2025 - Ongoing	20,068	\$10.37	164	\$1.27	0.82%
<input type="checkbox"/>	[03/27/2025] Promoting AgTek360 's form ...	\$867.87	Ongoing	Mar 27, 2025 - Ongoing	88,844	\$9.77	1,048	\$0.83	1.18%

Off / On	Ad set	Delivery ↑	Actions	Attribution setting	Results	Reach	Views	Frequency	Cost per result
<input type="checkbox"/>	Montana (US) - Specific	Active	5 recommendations	7-day click or...	5 Meta leads	2,144	4,620	2.10	\$23.44 Per Meta lead
<input type="checkbox"/>	South Canada - Specific	Active	4 recommendations	7-day click or...	10 Meta leads	9,002	20,581	2.23	\$20.82 Per Meta lead
<input type="checkbox"/>	[03/27/2025] Promoting AgTek360 's form ...	Active High performing	2 recommendations	7-day click or...	80 Meta leads	32,006	89,019	2.78	\$10.85 Per Meta lead

Off / On	Ad set	Delivery ↑	Actions	Attribution setting	Results	Reach	Viewers	Views	Frequency
<input type="checkbox"/>	Montana (US) - Specific	Active	5 recommendations	7-day click or...	2 Meta leads	2,006	2,002	4,142	2.01
<input type="checkbox"/>	South Canada - Specific	Active	4 recommendations	7-day click or...	10 Meta leads	8,334	7,878	18,446	2.16
<input type="checkbox"/>	[03/27/2025] Promoting AgTek360 's form ...	Active High performing	2 recommendations	7-day click or...	85 Meta leads	33,733	34,859	99,262	2.94
<input type="checkbox"/>	NanoTech AgTek360 's Canada Specific	Campaign off	—	7-day click or...	— Meta leads	—	—	—	—
<input type="checkbox"/>	NanoTech AgTek360 's C... Unpublished edits	Campaign off	—	7-day click or...	— Meta leads	—	—	—	—



MAY 17 - MAY 23

Weekly performance summary for Bright Balustrading \$1k/wk

Conversions

40

-20% from last week

Cost per conversion

\$50.22

+14% from last week

Clicks

723

+37% from last week

Clickthrough rate

0.73%

-72% from last week

Campaign trends Last 7 days

- Kiss me twice top Active
- archer Active
- ESCAPEE SKIRT Active
- maverick Jacket Active
- Denim Dreams Set Active



Latest Results Last 7 days

Filter by result to see how your ads are doing.

Website purchases

Website Purchase

44

View More

Per Purchase

\$84.22

View More

Amount spent

\$3.7K

View More

Data Sources

Search by name or ID

Overview Test events Diagnostics History Settings

Improve your event coverage

Similar advertisers who send AdSense to your website (with the same details and match type) through Conversion API can be a number of 100. Additional conversions reported compared to using Remarketing alone.

Event Activity

This chart displays any events from your business website, CRM, mobile app or server that we've processed and received within the selected date range. Events may take up to 30 minutes to appear.

20K
10K
0K

Apr 13 Apr 20 Apr 27 May 4 May 11 May 18 May 25 May 31

Events: Pageview, View Content, Add to Cart

Event match quality: Multiple, Multiple, Multiple

Events Manager Overview

Overview Data Sources Custom Conversions Partner Integrations

Optimize your events

Event ID	Used by	Event match quality	Total events
Pageview	Multiple	0.915	143.5K
ViewContent	Multiple	0.915	64.6K
AddToCart	Multiple	0.915	5.3K
Search	Multiple	0.915	1.8K
InitiateCheckout	Multiple	0.915	1.4K
Purchase	1 ad unit	0.915	412
AddPaymentInfo	Multiple	0.915	391

Ad Unit	Reach	Impressions	CTR	Clicks	Conversions	CPA	Cost	ROAS
Ad Unit 1	1.1K	1.1K	0.00%	0	0	\$0.00	\$0.00	-
Ad Unit 2	1.1K	1.1K	0.00%	0	0	\$0.00	\$0.00	-
Ad Unit 3	1.1K	1.1K	0.00%	0	0	\$0.00	\$0.00	-

Ad Unit	Reach	Impressions	CTR	Clicks	Conversions	CPA	Cost	ROAS
Ad Unit 1	1.1K	1.1K	0.00%	0	0	\$0.00	\$0.00	-
Ad Unit 2	1.1K	1.1K	0.00%	0	0	\$0.00	\$0.00	-
Ad Unit 3	1.1K	1.1K	0.00%	0	0	\$0.00	\$0.00	-

Ad Unit	Reach	Impressions	CTR	Clicks	Conversions	CPA	Cost	ROAS
Ad Unit 1	1.1K	1.1K	0.00%	0	0	\$0.00	\$0.00	-
Ad Unit 2	1.1K	1.1K	0.00%	0	0	\$0.00	\$0.00	-
Ad Unit 3	1.1K	1.1K	0.00%	0	0	\$0.00	\$0.00	-

Campaign Manager

Ad Unit	Status	Location	Start Date	End Date	CPA	Cost	ROAS
Positive Feedback Investment Business Starters Meet If	Active	USA	05/10/2023	05/23/2023	\$20.33	\$10.50	1.96
Ready to See T&E30 (See Thread) If	Active	US - US Specific - US	05/10/2023	05/23/2023	\$20.33	\$10.50	1.96
Ready to See T&E30 (See Thread) If	Active	US - US Specific - US	05/10/2023	05/23/2023	\$20.33	\$10.50	1.96

Overview	Plan	Measurement	Date	Assets	Account settings	Management access	Billing	URL parameters	Conversion setup	Business Manager
Trade Show Ad Account	Trade Show Ad Account	Trade Show Ad Account	Trade Show Ad Account	Trade Show Ad Account	Trade Show Ad Account	Trade Show Ad Account	Trade Show Ad Account	Trade Show Ad Account	Trade Show Ad Account	Trade Show Ad Account

Plan	Measurement	Date	Assets	Account settings	Management access	Billing	URL parameters	Conversion setup	Business Manager
Trade Show Ad Account	Trade Show Ad Account	Trade Show Ad Account	Trade Show Ad Account	Trade Show Ad Account	Trade Show Ad Account	Trade Show Ad Account	Trade Show Ad Account	Trade Show Ad Account	Trade Show Ad Account

Off / On	Campaign	Results	Reach	Views	Frequency	Cost per result	Budget	Amount spent	Ends	Impres
On	Tourbase LG - Meta Form - London/Paris	17 Meta leads	17	7,937	22,393	2.81	\$26.83	\$456.10	Ongoing	
On	Tourbase Lead Generation - Meta Form	18 Meta leads	18	7,610	14,401	1.89	\$24.44	\$439.89	Ongoing	
On	Alloy- US - Meta Form Campaign	15 Meta leads	15	5,625	9,909	1.76	\$45.67	\$685.10	Ongoing	
On	KG- US - Meta Form	16 Meta leads	16	21,679	45,372	2.09	\$59.66	\$954.52	Ongoing	
On	EComm Traffic Leads	16 Meta leads	16	9,941	15,199	1.53	\$79.41	\$1,270.55	Ongoing	
On	Dumpster - US - Meta Form	83 Meta leads	83	30,006	65,294	2.17	\$17.80	\$1,477.16	Ongoing	
On	EComm Amazon - Traffic	2,955 Link clicks	2,955	200,522	118,004	1.82	\$0.44	\$1,293.86	Ongoing	
On	Dumpster - Meta Lead Form - Feb 25	80 Meta leads	80	26,724	66,966	2.50	\$18.04	\$1,443.54	Ongoing	
On	SP - Meta Lead Form - Feb 25	69 Meta leads	69	22,738	49,272	2.17	\$19.93	\$1,375.37	Ongoing	
On	EComm - Lead Gen Campaign	— Meta leads	—	—	—	—	—	—	Ongoing	
On	Tourbase Lead Generation	44 Facebook	44	25,008	53,213	2.12	\$34.88	\$1,534.91	Ongoing	
On	Dumpster - Traffic Campaign US	1,828 Link clicks	1,828	105,982	97,705	2.30	\$0.37	\$672.17	Ongoing	
On	KG- US - Landing Page	— Website Lead	—	52,851	76,242	1.81	—	\$1,952.83	Ongoing	
Results from 15 campaigns		—	—	535,501	734,194	2.14	—	\$15,471.32		

DESIGN

From eye-catching social media creatives to conversion-focused ad designs and cohesive branding assets, I craft visuals that align with campaign goals and target audience behavior. My design process integrates brand consistency, audience insights, and performance data to deliver visuals that not only look great but also work hard.



Michelle's Maccs
 LATE NIGHT SNACK
 FOR ALL YOUR MUNCHIE ATTACKS
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Michelle's Maccs
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 In the Spirit of the Holidays

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EASY, PAIN FREE, PERMANENT HAIR REMOVAL PRODUCT
 STOP YOUR HAIR GROWTH IN JUST 3 EASY STEPS

Pluck Hair Apply Spray & gently massage to absorb Continue applying 3 times a day

COMPLETE 3 TO 8 SESSIONS FOR PERMANENT HAIR REMOVAL

HOW TO USE PERMANENT HAIR REMOVAL SPRAY

Pluck Hair Apply Spray & gently massage to absorb Continue applying 3 times a day

7 days application counts 1 session

Repeat 3 to 8 sessions for Permanent Hair Removal

ANTI-LICE SHAMPOO
 Removes lice from 1st wash

For Kids & Adults

Gets rid of Lice Eggs & Nits

All-Natural & Non-Neurotoxin

Fresh & Healthy hair

Soothes itchiness

REMOVE UNWANTED HAIR
 Natural hair inhibitor

REMOVE

Forhead Hair

Jawline Hair

Upper lip Hair

Cheek Hair

Chin Hair

90% OF CLIENTS SEE INSTANT **results**
 FRESHER HAIR, LESS HAIR FALL, AND A HEALTHY, REVIVED FEEL AFTER JUST ONE WASH!

NATURA

Why is it great?
 It's packed with natural onion & argan extracts, free from sulfates and parabens, and brings your hair back to life—fast!

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 NATURA BUNDLE

NATURA

NATURA

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 Removes waterproof, long-wear, and SPF.

organic relief
ANTILICE SHAMPOO

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Safe, non-toxic, and natural ingredients

Removes upto 99%
 makeup

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100% COTTON

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"I'm scented softness,
 without the drama."

SateenSoft

3x

PERFUMED

SateenSoft

All Rounder
 Kitchen Roll

Better than Tissue

3X STRONGER

EMBRACE THE MESS WITH CONFIDENCE

SateenSoft

INDULGE IN
 Softness

SateenSoft

3x

3X Absorbent
 Stronger
 Economical

SateenSoft

CELEBRATE FATHER'S DAY
 WITH THE PERFECT BLEND OF
Strength & Softness

All Rounder
 Kitchen Roll

Better than Tissue



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