



## CONTACT ME

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Bangladesh (but full-time  
Available in US/UK time Zone)

## EDUCATION

### Bachelor Degree

Lakshmipur Government College

### HSC

Zillur Rahim College

2019-2021

## SKILLS

#### Advertising Platforms:

- Google Ads (Search, Video, Shopping)
- Meta Ads (Facebook & Instagram)
- LinkedIn Ads, TikTok Ads

#### Analytics & Tracking:

- Google Analytics (GA4)
- Google Tag Manager (GTM)
- Conversion Tracking & Pixel Setup
- A/B Testing & Funnel Optimization

#### Marketing Focus:

- Lead Generation & Retargeting
- eCommerce Performance Marketing
- Budget Scaling & Reporting
- KPI Monitoring

## CERTIFICATIONS

- Google Ads Search Certification
- Google Ads Shopping Certification
- YouTube Video Ads Certification
- Google Analytics (GA4) Certification

# ASHRAF AL AHAD

## MEDIA BUYER

## PROFILE

Performance-Driven Media Buyer with 5+ years of experience designing, managing, and scaling paid advertising campaigns for eCommerce and lead generation clients. Skilled in handling six-figure budgets across Google Ads, Meta, LinkedIn, and TikTok Ads. Experienced in using GA4 and Google Tag Manager to make data-driven decisions that lower customer acquisition costs and maximize ROI. Passionate about leveraging expertise in budget management, audience targeting, and conversion optimization to drive measurable growth for clients.

## WORK EXPERIENCE

### MEDIA BUYER | REMOTE

#### HEART AND SOIL *Supplement E-Commerce*

( [www.heartandsoil.co](http://www.heartandsoil.co) ) Generate **\$1.2M+** Sales in Just 1 Month

- Google Shopping Ads Setup & Management
- Social Media Management
- Running Meta Ads
- TikTok Ads

#### JUST THRIVE *E-Commerce*

( [www.justthrivehealth.com](http://www.justthrivehealth.com) ) Generate **\$600K+** Sales in just 90 days

- Google Shopping Ads Setup & Management
- Running Meta Ads & Management
- Conversion Tracking

#### WORLD CLASS LIGHTING *E-Commerce*

( [www.worldclasslighting.com](http://www.worldclasslighting.com) ) Generate **\$200K+** Sales By Spending Only **\$20K** In Google Shopping Ads

- Google Shopping Ads
- Google Analytics 4 setup
- Conversion Tracking

#### ALL STAR PLUMBING *Service Provider*

( [www.allstarpros.net](http://www.allstarpros.net) ) Generating Leads and Call

- Google Search Ads and Call Ads
- Optimization & Management
- Social Media Management

#### NOVVI PROPERTIES *Real Estate*

( [www.campaign.novviproperties.com](http://www.campaign.novviproperties.com) ) Generate Leads Inquiry

- Google Search PPC Ads
- YouTube Ads
- Meta Ads