

# MD ZAHANGIR ALAM LITON

## Google ads expert, Tracking Specialist

Address: Nilphamari Bangladesh 5300

Phone: [+88 01749827904](tel:+8801749827904)

Email: [office.tbgtm@gmail.com](mailto:office.tbgtm@gmail.com)

Website: <https://mdzahangiralam.vercel.app/>

Upwork: <https://www.upwork.com/freelancers/mdzahangiralamliton>



### EXPERTIES

Creative and results-driven Digital Ads Specialist with 5+ years of experience in planning, executing, and optimizing high-performing ad campaigns across Google Ads, Meta (Facebook/Instagram), and YouTube. Strong background in data analysis, conversion tracking, and reporting using Looker Studio, Google Tag Manager, and Google Analytics 4. Passionate about driving measurable business growth through data-driven strategies and continuous testing.

### TOOLS & PLATFORMS

- Google Ads Manager
- Facebook Ads Manager
- Looker Studio
- Google Tag Manager
- Google Analytics 4
- SEMrush / Ahrefs (optional)
- Shopify, WordPress (optional)
- Slack, Trello, Asana (optional)

### WORK EXPERIENCE

#### Digital Ads Specialist

Freelancer / Upwork / Fiverr

Jan 2020 – Present

- Managed over 200+ successful ad campaigns across Google Search, Display, Performance Max, and Meta Ads.
- Delivered 3x ROAS for eCommerce clients using custom audience targeting and remarketing.
- Created automated dashboards in Looker Studio to visualize ad performance KPIs.
- Set up advanced conversion tracking using GTM, GA4, and Facebook CAPI.
- Conducted A/B testing and landing page audits to improve lead quality.

#### Digital Marketer

WebvisionsBD

Remote

July 2020 – Dec 2020

- Assisted in launching campaigns for local clients in real estate and retail.
- Analyzed campaign performance and presented weekly reports to management.
- Helped build tracking setups and pixel configurations for websites and Shopify stores.

### KEY ACHIEVEMENTS

#### Communication & project Requirement

Before Start any Project Need a Perfect requirements then we need to start the project. better we can talk on Zoom for requirements Share.

#### Timeline for project

Every Project need to create a Timeline for Completed project Step by Step. We can use Asana, Slack, Clickup, other any app for proejct management. I love to deliver work timely.

#### How I work

First analyse requirments then I love to talk on zoom for disscussion for making step for workflow then done one by one

### Any Portfolio ?

Please visit: [mdzahangiralam.vercel.app](https://mdzahangiralam.vercel.app)

