

## Summary

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- Experienced Paid Media Specialist with a strong background in media buying and over Two Years of Experience developing high-performing digital strategies. Proficient in Google Ads, Facebook and Instagram advertising, and SEO, with a focus on data-driven analysis to achieve business growth. Demonstrated success in utilizing Google Analytics, CRM, and A/B testing to enhance campaign effectiveness, ensuring optimal use of budgets for measurable results.

## Experience

### MK DIGITALMARE PVT LTD

Digital Marketing Executive, Hyderabad, Telangana.

07/2022 – 05/2025

- Spearheaded end-to-end campaign management across Meta (Facebook & Instagram), from campaign setup, audience targeting, and ad creation to ongoing optimization and reporting.
- Built and managed large-scale lead generation and acquisition campaigns using advanced targeting features including Custom Audiences, Lookalikes, and detailed interest-based segmentation.
- Leveraged Google Analytics and Google Tag Manager to track user behaviour and analysis campaign performance, generating actionable insights that supported data-driven decision-making and continuous improvement.
- Utilized advanced tools like Google Ads Editor, Meta Ads Manager, and Google Search Console for efficient campaign management, performance analysis, and troubleshooting, ensuring consistent optimization and ROI.
- Performed comprehensive ad reviews and quality control (QC), ensuring compliance with platform guidelines and creative specs and Conducted A/B testing on ad copies, creatives, and landing pages to identify high-performing variations, resulting in improved click-through rates (CTR) and higher conversion rates.
- Monitored key performance indicators (KPIs) such as CTR, ROI, and conversion rates to evaluate and enhance campaign effectiveness, making necessary adjustments to meet evolving business goals.
- Planned, developed, and managed digital marketing budgets to ensure cost-effective campaigns that align with business objectives, optimizing ad spend efficiency and overall budget utilization.
- Employed Facebook Ads Library and competitive analysis techniques to stay informed on industry trends and create more effective, engaging ad campaigns.
- Partnered with creative teams to design compelling ad content and visuals, resonating with target audiences to boost engagement and conversion rates across campaigns.

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## Skills

- Digital Marketing, Google Ads, Facebook Ads, A/B Testing, Pay-Per-Click Campaign Management, Search Engine Marketing, Search Engine Optimization, Google Analytics, Google AdWords, Customer Relationship Management, Communications, HTML5, CSS3, Facebook Pixel, Facebook Ads Manager, Google Ads Manager, Google Tag Manager

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## Education

### BSc (Computer Science)

- Masterji Degree College, Warangal, Telangana      06/2019

### MPC

- Ekashila Junior College, Warangal, Telangana 06/2016

### **SSC**

- Navodaya High School, Warangal, Telangana 06/2014

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## **Languages**

- English, Hindi and Telugu

## **Certification**

- Google Search Ads Certification From SkillShop.

**Sincerely,**  
**Mahammad Rafi**