

MUHAMMAD

GOOGLE ADS PROFESSIONAL



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Street 1, Pathanistan, RYK

About Me

Currently, I am an associate student at Extreme Commerce. With my passion for consumer behavior and current marketing trends, I am seeking a global perspective in marketing while taking a course in Advertising and social media. I am pursuing a Bachelor of Business Administration degree in Marketing through the Government College of Commerce & Economics.

Experience

Freelance | 2022-SEPT– PRESENT

Freelance Google Ads Professional (Upwork)

- Managed Google Ads campaigns for clients in multiple industries.
- Conducted keyword research, writing ad copy.
- Optimized campaigns for improved performance.
- Analyzed data, provided insights and recommendations.

Avolox.inc | 2021-MARCH – 2021-NOV

Jr. Google Ads Manager

Set up Manager Account

- Implementing and executing Strategic Marketing plans.
- Improve Keywords Research.
- Continuously Improve Strategy through Testing
- Execute Remarketing Campaigns.

Aptech Pakistan | 2021-MARCH – 2021-NOV

Google Search & Display Ads Manager

- Set up a Business Manager Account.
- Implementing and executing Strategic Marketing plans.
- Improve results for the key metrics.
- Budget Optimization

Education

2011-2020 | Matriculation

Genius Academy

2020-2022 | I.Com

Gov. Collage of Commerce and Economics

2019-2021 | Advance Diploma in Digital Marketing

Aptech Learning

2022-2022 | Unlocked Digital Marketing Program

Google

Language

Urdu

English

Punjabi

Expertise

- Search Ads
- Display Ads
- Remarketing
- Optimization

Hobbies

- Snooker
- Cooking
- Bikeing