

MD AL IMRAN (ADOY)

Narayanganj, Bangladesh 1400

+880 1953-403965

admin@adoytech.com

in/alimranadoy

GOOGLE ADS SPECIALIST

Driving revenue growth and profitability through dynamic leadership, key insights and transformational ideas.

Since mid-2018 I've had the opportunity to create, rebuild, optimize, and manage over 100 successful campaigns on the two leading paid search platforms, pushing each of the 4 PPC campaign types to maximize performance. I maintain all available Google PPC and Web Analytics certifications, re-testing annually on each type of campaign: search, display, shopping, video, and display campaigns.

Hard Skill

Google Ads		Conversation Optimization	
Google Tag Manager		Communication	
Google Analytics		Budgeting	
Google Shopping		Teamwork	

Professional Experience

GOOGLE ADS SPECIALIST | PPC ADS

Upwork / Jan 2019 - Present

Responsibilities:

- Responsible for the day-to-day monitoring and optimization of paid search and display campaigns for multiple location businesses.
- Grew campaigns through innovative strategies and tactics with a special focus on business objectives and KPIs.
- Pace campaigns towards their monthly budget targets while meeting client goals
- Utilize digital advertising technology platforms in order to implement automation, extend capabilities, set up alerts, and pull reports
- Write insights for multiple clients on a reoccurring basis
- Communicate with clients regularly via re-occurring video chats and emails.
- Restructure new client accounts (new campaigns, ad groups, ad copy, keywords, audiences)
- Collaborate with other members of the team to help meet client goals and take a full-funnel approach
- Audit potential client accounts.

DIGITAL MARKETER | TEAM LEADER

Independent-IT / Jan 2018 - Mar 2019

Led market research (outreach to 180 vendors) to determine the existing and key technology trends in the higher education market. Identified a major shift in the market that was then rolled into the scope of the largest IT project on campus (which is replacing all major systems such as financial, HR, student management, and more with a budget of \$500 million+. Worked as part of the team that built business cases for the largest project on campus.

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DIGITAL MARKETER | PROJECT MANAGER

FastScalp / Feb 2018 - Jan 2019

Responsibilities:

- Prepare project documentation, deliverables, finances, resource allocations, and status
- Responsible for budgeting and forecasting, expense reporting, risk management, status reporting, and execution
- Develop strategy and architecture for clients in alignment with business plans
- Collaborate with participants to determine project timeline

Licenses & Certifications

Google Ads Search Certification - Google Digital Academy (Skillshop)

Issued May 2022 - Expires May 2023

Credential ID: 114422924

Google Shopping Ads Certification - Skillshop

Issued May 2022 - Expires May 2023

Credential ID: 114755739

Google Ads Display Certification - Skillshop

Issued May 2022 - Expires May 2023

Credential ID: 114650551

Digital Advertising Certification - HubSpot Academy

Issued May 2022 - Expires May 2023

Credential ID: 83db8856a36740ceabe0c5d026c332c0

Google Analytics Individual Qualification - Skillshop

Issued May 2022 - Expires May 2023

Credential ID: 114759303

EDUCATION

Bachelor of Computer Science

Daffodil International University-DIU

Mar 2019 - Present

LANGUAGE

English 

Bangla 

INTERESTS

Learning

Sports

Traveling

Writing

DECLARATION

I hereby declare that all the details mentioned above are in accordance with the truth and fact as per my knowledge and I hold the responsibility for the correctness of the above mentioned particulars.

Regards

MD AL IMRAN (ADOY)