

HABIB

Senior Google Ads & Performance Marketing Specialist

Remote Professional | Peshawar, Pakistan

RooCruit

PROFESSIONAL SUMMARY

Dynamic Performance Marketing Specialist with over 4 years of experience driving measurable growth through data-driven advertising and managing over 10 Million AED in total ad spend. Proven track record in building high-performing Google Ads campaigns, precise audience targeting, and keyword optimization to maximize ROI across Lead Generation, E-commerce, and SaaS sectors. Certified expert focused on scalable performance strategies, technical tracking, and landing page optimization.

KEY EXPERTISE

- Google Ads (Search, Display, Shopping, Video, PMAX)
- Performance Marketing & Scaling
- Google Tag Manager (GTM) Expert
- GA4 Implementation & Performance Analysis
- Conversion Rate Optimization (CRO)
- Microsoft Clarity Behavior Analytics
- Competitor & Market Research
- Lead Generation & E-commerce Sales

PROFESSIONAL EXPERIENCE

Senior Google Ads Consultant & Manager

UAE-Based Digital Advertising Agency

October 2023 – Present

- Develop and implement comprehensive Google Ads strategies (Search, Display, Video, Shopping) to achieve diverse client objectives.

- Utilize Google Analytics and Tag Manager to track complex conversion paths and assess customer behavior.
- Monitor and optimize campaign performance via strategic bid management, budget allocation, and refined audience targeting.
- Perform landing page audits and CRO to lower Cost Per Acquisition (CPA) and enhance user experience.
- **Achievement:** Scaled company revenue by 5X within one year and grew the internal team from 2 to 10 professionals by building SOPs and frameworks.

Senior Google Ads Manager & Growth Specialist (Contract)

December 2024 – Present

International Home Decor E-commerce Brand (USA)

- Led product feed optimization and bid strategies for a high-volume US-based store.
- Managed seasonal trend-aligned ad copywriting and visuals to drive qualified traffic.
- Implemented A/B testing on product pages to increase purchase intent and checkout completion.

Outcomes: Generated 5X ROAS throughout shopping campaigns; Reduced CPA by 30% and improved conversion rates by 25% through CRO-focused landing page enhancements.

Google Ads and Lead Generation Manager

2024 (Contract)

International Real Estate Agency, Developers & Builders

- Built comprehensive sales and follow-up ecosystems to convert cold traffic into high-value leads.
- Conducted in-depth keyword research for high-intent local and international real estate searches.

Outcomes: Generated 50 Million in revenue within 5 months and increased conversion rates by 35% within the first 90 days.

Google Ads Manager (Contract)

October 2024 – Present

Regional Cleaning Services Company (UAE)

- Executed Search Channel campaigns focusing on local service lead generation and strategic bidding.
- Configured a full marketing ecosystem including CRO-optimized landing pages and high-converting copy.
- **Outcomes:** Scaled the business from a 2-person team to a 15-person team, maintaining a consistent 50% conversion rate.

Performance Marketing Specialist (Contract)

Duration: 2 Months

Supplements Brand

- Started account management from scratch, building the entire structure for market entry.
- **Achievement:** Scaled from 0 to 5X growth within 60 days, generating over 1 Million in revenue.

EDUCATION

Bachelor's Degree in Marketing

2024

University of Peshawar

CERTIFICATIONS

Google Ads Search Certification

Google Ads Display Certification

Google Ads Shopping Certification

Google Ads PMAX Certification

Google Ads Youtube Certification

Google Ads AI Fundamental Certification