



Muhammad Usman

Google Ads Specialist | PPC Expert
| Paid Ads

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Summary

As a PPC Specialist, I create, monitor, and optimize Google Ads campaigns (Search, Display, Video, and Shopping) for various accounts, driving revenue gains and brand awareness. I have over 5 years of experience in digital marketing, working with different PPC models, platforms, and tools.

Certificates

- Google Ads Search
- Google Ads Display
- Google Ads Shopping
- Campaign Manager
- Google Ads video
- Google Ads
- Fundamentals

Tools

- Google Tag Manager,
- Google Ads Editor

Work Experience

● Senior PPC Executive

Title Mountain

Jan 2020 - Present

Following are the responsibilities I perform in this company:

- Involved in Creating, monitoring & optimization process of all Google Ads campaigns (Search, Display, Video ,Shopping Ads) for various accounts.
- Critical Analysis on all PPC ROI reports, conversion reports, Keywords/Search Terms, Campaign performance & Auction Insight reports.
- Weekly Analysis & Optimization for all Shopping/Search/Display/Video campaigns Search Terms, Placements, Topics & Audience metrics.
- Budget Monitoring & Analysis.
- Keeping a Regular Check on achieving all Advertising KPIs every Quarter.
- Main Emphasis on regular Team Involvement , Task Delegation , Team Building & Team Learning for all routine base activities.
- Monitor, track and evaluate campaign performance analytics, based on client KPI targets and baselines
- Understanding new product, marketing objectives and digital goals with an emphasis on paid search, presenting to stakeholders on weekly/monthly basis.

● PPC Executive | Paid Search Ads

Reach First

Mar 2018 - Mar 2019

- Following are the responsibilities I performing in this company:
- Plan and execute all paid advertising campaigns especially on Google Adwords and Bing.
- Worked on different PPC Models including CPC, ROAS & CPA.
- Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs).
- Identify trends and insights, and optimize spend and performance based on the insights.
- Brainstorm new and creative growth strategies.
- Plan, execute and measure experiments and conversion tests.
- Collaborate with internal teams to create landing pages and optimize the user experience.
- Evaluate emerging technologies. Provide thought leadership and perspective for adoption where appropriate.

● Google Ads Specialist | PPC Executive

Digitain

Jan 2017 - Feb 2018

- Being responsible and accountable for the creation and management of paid search campaigns
- Manage, review, and perform daily account Optimizations associated with Google AdWords & Bing PPC Campaigns.
- Maintain and monitor keyword bids, account daily and monthly budget caps,

Google Analytics (UA, GA4)
Google My Business, Keyword Planner
Spyfu, SEMrush, Ahrefs, Hotjar
WhatConvert, Google Data Studio
Google Merchant Center
Bing Ads, Google Search Console
Jira and Monday.com Task Management

Professional Competencies

- Excellent Analytical, Organizational, Project Management and Time Management Skills.
- High level of Integrity, Autonomy, and Self-Motivation.
- Clearly and Effectively Articulate
- Outstanding ability to think

Other Skills

SEO On Page/Off Page
Social Media Marketing
MS Excel, PowerPoint, and Word

Languages

English, URDU

Hobbies

Cooking, Hiking, Traveling, Cricket

- impression share, quality score and other important account metrics.
- Tracking KPIs and producing useful reports for management.

● Google Ads Specialist

GoFlare® - an Online Marketing Agency

Feb 2015 - Jan 2017

After 7 months I was given a role as a Team leader in which I have to create the strategies and guide my team to work on it that was amazing I personally learn alot during this phase.

Skills

Marketing Strategy Development	10	Search Engine Marketing	10
Competitor Analysis	10	Google Ads	10
A/B Testing	10	Data Analysis	10
Campaign Optimization	10	Merchant Centre	10
Landing Page Optimization	10	Conversion Tracking	10
Keywords Research	10	Conversion Optimization	10

Education

● Master of Business Administration - MBA

Bahria University – (Dec 2019 – Nov 2021)

● Bachelors of Business and Marketing

Virtual University of Pakistan

2014 - 2018