MD. AL AMIN ISLAM

Google Ads Specialist

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PROFESSIONAL SUMMARY

Google Ads Specialist with 4+ years of hands-on experience managing Search, Shopping, Performance Max, Display, and Remarketing campaigns for lead generation and eCommerce businesses. Experienced in Meta Ads, GA4, GTM, conversion tracking, Merchant Center, and performance optimization. Managed 1,500+ campaigns with a strong focus on qualified leads, sales, ROAS, and measurable business results.

TECHNICAL SKILLS

Google Ads Management
PPC Ads Management
Shopping & Performance Max Ads campaign
Google Conversion Tracking
Google Merchant Center Setup & Management
Meta Ads Management
Meta Pixel Setup & Tracking
Google Analytics (GA4)

PROJECTS

Google Search Ads | Conversion Tracking | Keyword Research | Campaign Optimization *[Campaign] |*

Managed and optimized a Google Search campaign focused on generating qualified leads.
Achieved 408 conversions with a 61.84% conversion rate from 661 clicks.
Generated results at $1.24 cost per conversion, with $505 total ad spend.
Optimized keywords, search terms, bidding, targeting, and conversion tracking based on campaign data.

Project Result: 408.79 Conversions | 61.84% Conv. Rate | $1.24 CPA | $505 Spend

Google Merchant Center Product Approval — eCommerce Store *[Google Merchant Center]*
Merchant Center | Product Feed | Policy Compliance | Shopify

Reviewed product feed, store information, shipping, returns, privacy, and business details to identify Merchant Center issues.
Resolved policy and feed-related issues affecting product approval.
Successfully helped get **428 products approved and released** in Google Merchant Center.

EXPERIENCE (OPTIONAL—INCLUDE EVEN IF NON-TECHNICAL)

[Google Ads Specialist], [fiverr.com] **2023 January 2026**

[Google Ads Specialist], [upwork] **2023 January 2026 Ongoing**

Performance Marketing Specialist | Google Ads & Meta Ads | Sparktech Agency | 2025 June 2026 October

- Manage and optimize Google Ads and Meta Ads campaigns for lead generation and eCommerce.
- Plan campaign structure, keyword research, audience targeting, bidding, budgets, and ad optimization.
- Monitor campaign performance and optimize for qualified leads, sales, CPA, and ROAS.
- Manage Google Search, Shopping, Performance Max, Display, Remarketing, and Meta campaigns.
- Handle GA4, GTM, Google Ads conversion tracking, Merchant Center, and performance reporting.

EDUCATION

[(BSS) in Economics], [Southeast University] *[2024] – [2028 / Present]*

• [CGPA (2.80)