

AK

Ahsanul Karim

Meta Ads & Google Ads Specialist

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LINKEDIN

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META ADS

Campaign Structure

Lookalike Audiences

Retargeting

Creative Testing

Lead Gen

Budget Scaling

GOOGLE ADS

Search

Shopping

Display

YouTube

Keyword Research

Remarketing

TRACKING & TOOLS

Meta Pixel

Conversion API

GTM

GA4

Shopify

MS Office

LANGUAGES

Bangla – Native

English – Frequently used

PERSONAL

Nationality: Bangladeshi

Turn Ad Spend Into **Smarter Business Growth.**

PROFESSIONAL SUMMARY

Results-driven paid ads specialist running Facebook (Meta) Ads and Google Ads for eCommerce and lead-generation businesses. Skilled in audience targeting, creative testing, budget scaling and accurate conversion tracking with Pixel, Conversion API, GTM and GA4, focused on lowering cost per acquisition and increasing ROAS.

EXPERIENCE

Freelance Digital Marketing Specialist

2023 – Present

- Plan, launch and optimize Facebook, Instagram and Google Ads for multiple eCommerce and lead-gen clients.
- Improved ROAS and cut cost per purchase/lead via audience refinement and creative testing. **[Add: ROAS X → Y, CPA -X%]**
- Implemented Meta Pixel, Conversion API and server-side tracking with Google Tag Manager.
- Designed high-converting Shopify stores and landing pages.
- Managed total ad spend of **[add amount]** across client accounts.

Digital Marketing Manager · Client: Manash Bhadra

2024 – 2025

- Managed Facebook, Instagram and Google Ads campaigns to increase ROI and conversions.
- Set up Pixel and server-side conversion tracking for accurate data analysis.
- Applied data-driven strategies and worked directly with the client on business goals.

KEY ACHIEVEMENTS

- [Result 1: scaled a Shopify store from X to Y orders/month]**
- [Result 2: reduced cost per lead by X% on Google Search]**
- [Result 3: improved tracking accuracy by X%]**

CERTIFICATIONS

- Google Ads Certification
- Facebook (Meta) Blueprint Certification

EDUCATION & TRAINING

Bachelor of Marketing · BRAC University

2010 – 2015

- Advanced Digital Marketing & Shopify Dropshipping – eLearn IT Institute
- Advanced Digital Marketing & Shopify Dropshipping – Webcoder-IT Institute, Dhaka
- Microsoft Office Management – Technical Training Centre, Mymensingh