

RESUME

KAMRAN AZEEM

Address: Awan House#5 Gulshan Street near by H4 Wapda
Town Lahore

Contact No: 0323-4318216

Email: Kamranazeem2018@gmail.com

OBJECTIVE

- Expert business strategist with a sound understanding of organizational development and sales. Skilled communicator with over 4 years of experience providing companies with successful solutions to building organizational success.
- To work for your company as PPC Campaign Analyst and make a positive contribution by fully utilizing my education and experience.

Highlights of Qualification:

- Accomplished understanding of financing activities, including budgeting, investing, and cost-cutting through careful analysis.
- Strong organization and time management skills and careful attention to detail to guarantee that business ventures are successful and development is absolute.
- Exceptional experience in developing advertising campaigns
- Manage a variety of digital media campaigns (including paid search, display, video and mobile) and develop strategies and tactics for client.
- Monitor and analyse the reporting of paid search and digital media campaigns.
- Review website analytics to recommend changes and improvements for website and Ad Copy.
- Strategize, develop and execute all client campaigns that drive list growth and lead generation.
- Assist in the maintenance and monitoring of keyword bids, daily and monthly budget caps, impression share, quality score, conversions, cost per lead, and other important account matrices.
- Proficient with Microsoft Word, Excel and PowerPoint platforms
- Familiarity with Search Media campaigns, Google analytics, Bing Ad Centre, Facebook advertising and Google Adwords

- Ability to work under supervision
- Ability to identify high value keywords for organic search opportunity
- Ability to prepare ad campaigns and variations
- Ability to monitor and implement analytics
- Ability to provide recommendations and strategies for PPC campaign improvement

Responsibilities:

- Managed communication with various team members to facilitate adjustment in campaigns.
- Prepared reports for management through performance of projects.
- Administered all PPC projects and estimated budgets to maintain maximum returns.
- Ensured optimal high-quality score for Google Ad words.
- Performed test on landing pages and delivered strategies to maintain conversion rates.
- Administered multiple channels and conducted extensive keyword research.
- Developed and managed PPC campaigns on multiple networks.
- Assisted to select PPC campaigns and performed keyword research.

ACADEMIC QUALIFICATIONS

- **BSCS in (Computer Science) from (NCBA & E)**
- 3 years **DAE in CIT (Computer Information Technology)** from Punjab Technical Board Lahore 2009.
- Matriculation in science from (BISE) Lahore in 2006.

GOOGLE CERTIFICATIONS& TRAINING

- Google Ads Fundamentals Certified on July 19, 2019
- Google Ads Search Certified on July 21, 2019
- Google Ads Display Certified on July 26, 2019
- Google Ads Video Certified on July 29, 2019
- Google Ads Mobile Certified on August 7, 2019
- Google Shopping Ads Certified on August 9, 2019

IT SKILLS

- PPC Management, Google Analytics, Keyword Research, Budgeting, Paid Search
- Pay Per Click – Google AdWords, Bing Ad Centre, SEMrush, Keyword Planner, Keyword Finder, Uber Suggest
- Skilled in Facebook, Instagram and LinkedIn social media Campaigns.

Work Experience

Affiliate Marketer - Paid Advertising Specialist | Dr Cash,LeadBit and Adcombo | [06-01-2018] – Present

- **Campaign Strategy Development:** Designed and implemented high-impact paid advertising campaigns across platforms such as Google Ads achieving a 18 Percent increase in conversions.
- **Performance Optimization:** Continuously monitored and optimized ad performance through A/B testing and data-driven adjustments.
- **Budget Management:** Effectively managed advertising budgets to maximize ROI, ensuring cost-efficiency and maintaining expenditures within allocated limits.
- **Audience Targeting:** Utilized advanced targeting techniques and tools to reach the most relevant audience segments, improving overall campaign effectiveness and audience reach.
- **Trend Analysis:** Conducted in-depth market and competitor analysis to identify emerging trends and adjust advertising strategies accordingly, staying ahead of the market curve.

Dukan.PK

Performance Marketing Specialist (From 13-07-2021 to 06-09-2022)

- Manage and grow performance activities in PPC and Affiliate networks
- Manage marketing budget and forecast to deliver efficient return on investment
- Work closely with other digital marketing team members to ensure strategies are in line with other channels
- Identify opportunity areas for growth and optimization
- Driving the strategy and operative management of channels like paid search, display ads, YouTube Ads and affiliate marketing
- Collaborate with Marketing, Finance, Product, and Tech to troubleshoot and optimize app traffic
- Manage, set up, execute and analyze a portfolio of paid media campaigns with the goal of driving cost-effective, high quality app installs while managing to a budget and KPI

- Regularly review and manage key marketing strategies with Google Ads
- Manage an increasing Performance budget, optimize and scale campaigns against tight granular KPIs
- Understand Marketing Business Plan strategy and bring to life through in-market execution of buyer facing activities

Healthwire

Paid Campaign Strategist (From 11-06-2020 to 01-02-2021)

- Accountable for budget and lead forecast
- Work with the Customer Support team to optimize ROI of all paid digital marketing by measuring, managing, and analyzing performance of campaigns.
- Provide on-going analysis of paid search campaigns, visibility and traffic metrics.
- Analyse client audience, competitors, market and trends to improve optimization
- KPI's monitoring, reporting and analysis of results detect and propose improvements
- Recommend Landing Page Designs to help increase Revenue

Rezaid Digital Marketing UK Based Agency

Sr.PPC Campaign Specialist (From 05-03-2019 to 05-04-2020)

- Communicate with clients about their needs, products, business goals and desires to create a profile to use when creating campaigns.
- Create pay-per-click marketing campaigns.
- Test and analyze the performance of PPC campaigns to determine efficiency and effectiveness.
- Optimize marketing campaigns for the best performance based on reports.
- Manage budget for each client to stay within limits and avoid overspending while also utilizing the budget to the maximum potential to give the client the most for his or her money.
- Work as part of the marketing team assisting other when necessary.
- Stay on task to reach deadline goals.
- Ensure team members reach deadlines and stay on budget.
- Research and stay on top of trends and changes in PPC marketing.
- Supervise the engineering and design teams to implement optimization strategies for landing pages and content pages that increase conversion rates and ROI.
- Proactively generate performance and forecasting reports for executive team across all managed

accounts to ensure revenue and profitability are in line with company's goals.

- Maintain customer relationship with clien

IPS (Information Process Solution)

PPC Specialist (From 05-09-2017 to 01-03-2019)

- Identify ways to build brand awareness through engaging campaigns that establish the company reputation, incite curiosity, and inform potential customers.
- Strategize ways to build market share, increase revenue, and acquire success through innovative developments in organizational structure.
- Expert strategist who uses research of competitors, market conditions customer needs, and organizational core competencies to claim company success
- Help drive the strategy and implementation of in-house technologies to execute & optimize PPC campaigns
- Work alongside Digital Marketing to improve sales journeys through the website, optimising for commercial gain based on technical insights (A/B Testing)
- Managed Client PPC Campaigns to maximize search presence and ROI.

Emenac Packaging INC.

PPC Expert (From 19-05-2016 to 09-2017)

- Manage daily interaction with account services teams and Clients.
- Monitored overall search engine performance for PPC and SEM.
- Optimized Google Search and Display Campaigns in order to maximize account ROI.

- Creating and planning a variety of PPC campaigns across a range of digital channels
- producing detailed analysis and reports of campaigns
- Managed all Pay-Per-Click advertising, making decisions with a weekly budget.
- Developed efficient PPC strategies and provided update
- Oversee accounts on search platforms (e.g. Google AdWords, Bing, Facebook)

Mogul Wave Tech

Google AdWords Expert (From 5-01-2016 to 15-05-2016)

- Administered campaign results and monitored performance.
- Participate in forming effective paid search strategies
- Launch and optimize various PPC campaigns
- Performed regular tests to maintain optimization of keywords.
- involved in keyword selection and audience targeting
- Monitor budget and adjust bids to gain better ROI
- Track KPIs to assess performance and pinpoint issues

LANGUAGES KNOWN

English (Working knowledge)
Urdu (fluent)
Punjab (fluent)

PERSONAL PORFILE

D.O.B	- June 09, 1990
Religion	- Islam
Marital Status	- Married
Nationality	- Pakistani

HOBBIES

Reading books and Articles, playing cricket, watching movies

Special Note

Skill and experience in the specific field is related with time and opportunity, however honesty and dedication to the task is assured.

