

FERDOUS WAHID FAHIM

Google Ads Expert · Conversion Tracking · GTM & GA4 Specialist

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CORE SKILLS

- Google Ads (Search/Shopping/Display/PMax)
- Conversion Tracking
- Google Tag Manager (GTM)
- Google Analytics 4 (GA4)
- Keyword Research
- Audience & Competitor Analysis
- ROAS & Smart Bidding
- CRO (Conversion Rate Optimisation)
- Client Management

TOOLS & PLATFORMS

- WordPress / WooCommerce
- Shopify
- ClickFunnels / GHL
- CartFlows + Elementor
- Looker Studio / GA4
- Stape.io / GCP

KEY COMPETENCIES

Analytical Thinking
Attention to Detail
Communication Skills
Problem Solving
Strategic Planning
Time Management
Client Management

LANGUAGES

Bengali — Native / Fluent
English — Professional Working Proficiency

AVAILABILITY

Based in Sherpur, Bangladesh
Available immediately for full-time roles

PROFESSIONAL SUMMARY

Google Ads Expert with hands-on experience planning and managing performance-driven campaigns (Search, Shopping, Display, Performance Max) across diverse business models. Skilled in setting up accurate conversion tracking, managing and troubleshooting Google Tag Manager, and analysing Google Analytics 4 to guide optimisation decisions. Strong background in keyword research, audience and competitor analysis, and improving ROAS and lead quality through data-driven strategy. Experienced in managing client relationships end-to-end — from onboarding and strategy alignment to transparent reporting and long-term retention — having handled communication and delivery for 100+ clients across local and international markets.

WORK EXPERIENCE

Digital Marketer & Web Analytics Specialist
Jun 2025 – Apr 2026
NexilUp

- Planned and executed Google Ads (Search, Shopping, Display, Performance Max) and Meta Ads campaigns for local businesses and e-commerce clients, managing budgets to maximise ROI.
- Built GA4 enhanced e-commerce tracking via GTM and implemented Enhanced Conversions, improving Smart Bidding (Target CPA/ROAS) performance.
- Diagnosed and resolved broken tracking setups — double-counted conversions, missing events, and zero-conversion issues.
- Conducted keyword research, audience, and competitor analysis to refine targeting and reduce cost-per-lead.

Freelance Digital Marketing Consultant
2023 – Present
Self-Employed — Local & International Clients

- Delivered 20+ end-to-end tracking and campaign projects — GA4, GTM, server-side tracking via Stape.io, Meta CAPI, and Google Ads management.
- Managed Meta Ads campaigns for Rootmen BD and GreenPower Halwa, including creative direction, ad copy, and audience targeting.
- Built WooCommerce + CartFlows + Elementor funnels alongside ad campaigns to optimise the path from click to purchase.
- Set up a GTM MCP server (Stape) connected to 4 live GTM accounts for streamlined container management.

Page Moderator & Digital Growth Manager
Aug 2023 – Apr 2025
Gadgetic Shop & Shop of BD

- Managed page moderation and overall business growth for two Facebook business pages.
- Planned and executed both organic and paid marketing strategy, running paid ad campaigns to drive page growth and sales.
- Monitored page analytics and compiled performance reports to guide content strategy.

EDUCATION & CERTIFICATIONS

H.S.C. — Business Studies *2025*
Sherpur Government College, Sherpur

- **Google Ads Certification** — *Skilluper* 2025
- **Advanced Web Analytics & Conversion Tracking** — *Skilluper* 2025
- **Conversion Rate Optimisation (CRO)** — *Skilluper* 2025
- **Business & Data Analysis** — *Skill Uper* 2024
- **Digital Marketing** — *Passive Journal* 2023