




 Siraj Md

Digital Marketing Executive

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Professional Summary

Digital Marketing Executive with **2+ years of hands-on experience** in Google Ads, Meta Ads, and performance marketing. Proficient in campaign strategy, optimization, and analytics. Passionate about using data-driven tactics to deliver results and grow brands online.

Key Skills

- Google Ads (Search, Display, YouTube, Shopping)
 - Meta Ads (Facebook, Instagram)
 - A/B Testing & Conversion Optimization
 - Google Analytics & Performance Tracking
 - Remarketing & Retargeting
 - Bid & Budget Management
 - Competitor Research
 - MS Office Suite
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Work Experience

Conneqt Business Solutions

Digital Marketing Executive | Mar 2023 – Apr 2025

Google Ads Responsibilities

- Planned and executed campaigns across Search, Display, YouTube, and Shopping.
- Performed audience segmentation and location/demographic targeting.
- Conducted A/B testing for creatives and landing pages.
- Monitored campaign performance using Google Analytics.
- Managed bid strategies and optimized for CPA/ROAS.
- Ran remarketing campaigns to re-engage previous site visitors.

Meta Ads Responsibilities

- Created and managed Facebook & Instagram ad campaigns.
 - Leveraged interest-based and behavioral targeting.
 - Designed visuals and videos for better engagement and CTR.
 - Analyzed KPIs: CTR, CPC, CPA, ROAS.
 - Executed retargeting strategies to boost lead generation.
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Education

MBA – Completed in 2021

Tools & Platforms

- Google Ads Manager
 - Meta Ads Manager
 - Google Analytics
 - Microsoft Excel, PowerPoint, Word
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Languages

- English | Hindi | Telugu