

# MDIRFANKHAN

Digital Marketer Professional | Google Ads Certified |  
Result Driven | Ppc Analyst| SEM | Performance  
Marketer

## CONTACT

Mobile:- +917999786612

Email: mdirfankhan7000@gmail.com

Adress:- Bhilai Chhattisgarh

[linkedin.com/in/mdirfankhan1212/](https://www.linkedin.com/in/mdirfankhan1212/)

## SUMMARY:-

Dynamic and results-driven PPC & SEM Analyst with two year of experience in developing and implementing successful SEM strategies. Adept at optimizing campaigns to drive traffic, increase conversions, and maximize ROI. Seeking to contribute expertise in PPC and SEM to a forward-thinking team.

## RECENT CLIENTS HANDLED:-

- Power Ads Spy
  - Socinator
  - Client
- Google Tag Manager  
Google Adwords,  
Google Trends
  - Facebook Ads,  
Google Data Studio
  - Ppc Search Ads,  
Display Ads,  
Google Analytics

## WORK EXPERIENCE:-

### PPC SPECIALIST

Globussoft (2021 - Present)

- Managed and optimized PPC campaigns and Facebook Ads for clients, achieving a 30% increase in conversions and a 20% decrease in cost per acquisition.
- Conducted in-depth keyword research and analysis to inform ad targeting, strategy and optimize ad groups.
- Implemented A/B testing on ad copy, landing pages, and targeting to continuously improve campaign performance.
- Collaborated with the design team to develop visually appealing and effective landing pages.
- Monitored and analyzed campaign performance using Google Analytics and other tracking tools, providing actionable insights for continuous improvement and drive results.

**PPC EXECUTIVE**  
**Geeky Woonk (2019 - 2021)**

- Developed and executed successful PPC campaigns for clients in various industries, including e-commerce, healthcare, and education.
- Conducted regular keyword research, bid optimization and A/B testing to improve campaign performance and increase conversion rates.
- Analyzed campaign performance data and made data-driven recommendations for improving ROI.
- Collaborated with cross-functional teams to develop and implement landing pages and ad copy that effectively drive conversions.
- Monitored budget and continuously adjusted bids to ensure campaigns stay within target CPA.

**SKILLS:-**

- AdWords and Google Analytics certified.
- Proficient in using PPC platforms such as Google Ads and Facebook Ads.
- Strong analytical skills, able to identify trends and insights from data.
- Excellent written and verbal communication skills.
- Strong problem-solving skills, able to identify and resolve campaign issues.

**CERTIFICATIONS:-**

- Completion Of Expert Digital Marketing Course By Web Fame Academy.
- Google Ads Search Certification

**EDUCATION:-**

- Bachelors Of Computer Appliation  
University: MCU Bhopal  
2015 - 2018
- High School From Swami Vivekanand Senior  
Secondary School in 2015

**TOOLS:-**

- Google Adword
- Google Search Console
- Ms Excel
- Google Analytics 4
- Semrush
- Ahref
- Google Keyword planner
- Canva
- Chat Gpt
- Google Data Studio