

Mohammed Bilal

mdbilal003.md@gmail.com | +91-9651330385, +91-9455198081 | 8/873/16, Sector-8, Vikas Nagar, Lucknow | [linkedin.com/in/mohammed-bilal-03045a150/](https://www.linkedin.com/in/mohammed-bilal-03045a150/)

SUMMARY

With over 3 years of experience in digital marketing, I specialize in crafting and executing high-performing advertising campaigns on Google Ads and Meta Ads platforms. My expertise lies in driving measurable results, optimizing ad spend, and leveraging advanced targeting techniques to maximize ROI.

EXPERIENCE

Digital Marketing Analyst, CedCoss Technologies

Nov 2022 - Apr 2024

- Leading marketing campaigns for 3 different SaaS products with the major goal of increasing App Installation.
- Driving promotion through **Google Search, Display, Performance Max & YouTube video Ads**.
- Responsible for creating campaigns from scratch which includes competitor research on **SEMrush**, budget estimation, keyword planning in case of search ads and audience targeting in case of Display, Discovery & Video Ads.
- Creating ad copies that resonate with the target audience of US, Canada & UK, emphasizing key value propositions and encouraging clicks.
- Well-versed with creating new conversion action, and setting them up using **Google Tag Manager**.
- Responsibilities also include coordinating with content writers and graphic designers to generate image assets and content to be used in ads.
- Analyzing data from Google Analytics for improving both paid and organic performance.

Digital Marketing Analyst, Zapbuild

Mar 2022 - Nov 2022

- Launched Google Ads campaign for open mic events, marathon events, cultural events.
- Utilize audience targeting options to reach specific demographics, interests, and behaviors, ensuring ads are shown to the most relevant users.
- Monitor and adjust campaign budgets to maximize ROI and ensure efficient allocation of resources across different campaigns and ad groups.
- Developed and implemented marketing strategies to influence promotions and boost sales of event tickets through various channels.

Digital Marketing Executive, Promotedigitally

Jul 2021 - Mar 2022

- Launched multiple search and display ads.
- Performed data analysis through Google Analytics.
- Built on-page and off-page SEO strategies for organic marketing.
- Used Yoast and RankMath SEO plugin and elementor page builder for WordPress content optimization.

EDUCATION

Bachelor of Technology, Electronics & Communication Engineering

Aug 2014 - Jun 2018

A .P.J. Abdul Kalam Technical University

Apr 2012 - Mar 2013

Senior Secondary,

Delhi Public School

Apr 2010 - Mar 2011

Higher Secondary,

Delhi Public School

SKILLS

Keyword Research and Analysis
Pay Per Click
Performance Marketing
B2B Marketing
Brand Awareness
Conversion Tracking
Analytical Skills
Landing Page Optimization

TOOLS

- Google Keyword Planner
- Google Analytics
- Google Search Console
- SEMrush