ADNAN ALI

Digital Marketing Specialist | SEO | Google Ads | Paid Social Media
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PROFESSIONAL SUMMARY

Results-driven Digital Marketing Specialist with 4+ years of experience in SEO, Google Ads Search Campaigns, and Social Media Advertising. Managed monthly ad budgets of $50,000+ across Google and Meta platforms. Proven track record of delivering 3x ROI improvements, reducing CPA by up to 40%, and growing organic traffic by 300%. Experienced across Real Estate, Education, Automotive, B2B, Interior Designing, Co-working Space, and Tours & Travel industries.

Core Skills

Google Ads	**SEO**	**Meta Ads**	**Development**	**LinkedIn Ads**	**Programmatic**
Search Campaigns	**A/B Testing**	**Content Marketing**	**Email Marketing**	**WordPress**	**Competitor Analysis**

TOOLS

Google Ads | Google Analytics | SEMrush | Ahrefs | Google Search Console | Facebook Ads Manager | Display & Video 360 | Canva | WordPress

PROFESSIONAL EXPERIENCE

Digital Marketing Executive

Just Smart IT Solutions — Oct 2022 – 2026

- Planned and executed SEO campaigns including on-page, off-page, and technical SEO to drive organic growth.

Managed Google Ads Search Campaigns, overseeing budget allocation, keyword selection, negative keywords, and ad copy optimization.

- Ran Social Media Advertising campaigns on Facebook, Instagram, and LinkedIn, targeting specific audience segments.
- Monitored and analyzed KPIs using Google Analytics and social media analytics platforms; presented monthly reports.
- Developed monthly content plans and social media strategies to grow brand engagement and website traffic.
- Worked closely with content teams on blog posts, web content, and email marketing campaigns.
- Built and managed WordPress websites for clients, ensuring SEO-friendly structure and performance.
- Managed Google Ads Search Campaigns with monthly budgets up to $50,000, optimizing bids, keywords, and ad copies for maximum ROI.
- Managed and optimized 50+ client websites, ensuring SEO-friendly structure, improved performance, and regular content updates.
- Worked on AEO-focused content optimization by improving FAQs, service pages, headings, and structured content to increase visibility for answer-based searches and featured results.
- Implemented GEO-focused optimization strategies to improve content visibility across AI-powered search platforms, generative search results, and conversational search experiences.
- Built and customized responsive websites using WordPress, HTML, CSS, and JavaScript, including layout design, UI improvements, mobile optimization, speed optimization, and SEO-friendly development.

Digital Marketing Executive

ITinfo Digital – Digital Marketing Agency

Jan 2021 – Sept 2022

- Developed, implemented, and managed SEO campaigns promoting client products and services.

Drove website traffic and lead acquisition through combined SEO and PPC strategies.

- Managed Pay-Per-Click advertising on Google Ads with conversion rate optimization and negative keyword management.
- Strategically designed and executed email marketing campaigns to nurture leads and retain customers.
- Managed social media accounts on Facebook, LinkedIn, and Instagram; implemented targeted ad campaigns.
- Conducted competitor and market research to continuously refine digital strategies.
- Designed and launched 5+ WordPress websites for small businesses and clients.
- Prepared and presented monthly SEO performance reports to stakeholders.

KEY ACHIEVEMENTS

- Grew organic search traffic from 7,000 to 28,000 monthly visitors (300% growth) through targeted SEO strategies, on-page optimization, and technical SEO improvements.
- Managed $50,000+ monthly ad budgets across Google Ads and Social Media platforms, consistently reducing CPA by up to 40%.
- Successfully managed 5+ simultaneous campaigns for taxi and cab service clients, improving online visibility, local search rankings, call enquiries, and lead generation through SEO, Google Ads, and social media marketing.
- Reduced cost-per-acquisition by 40% through continuous A/B testing, audience refinement, and bid strategy optimization.
- Increased inbound customer call volume from around 150 calls per day in 2022 to 350+ daily calls, with peak business days reaching up to 600 calls, through SEO, Local SEO, Google Ads, optimization of 50+ websites, and management of 35+ Google Business Profiles for local businesses.

INDUSTRIES SERVED

Real Estate | Education | Automotive | Marketing Agency | Interior Designing | Co-working Space | B2B | Tours & Travels

CLIENTS HANDLED

EDUCATION & CERTIFICATIONS

Bachelors in Hotel Management

Certification in Digital Marketing From IT INFO Digital Marketing Agency