

MD. GOLAM MOWLA

Digital Marketing Specialist — Meta Ads | Google Ads | TikTok Ads

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PROFESSIONAL SUMMARY

Results-driven Digital Marketing Specialist with international experience in Meta Ads, Google Ads, and TikTok Ads. Skilled in campaign management, conversion optimization, funnel strategies, A/B testing, and ROI scaling. Strong expertise in analytics, advanced tracking setups (Pixel, GA4, GTM), and performance reporting for global remote teams.

CORE COMPETENCIES

- Meta Ads: Conversion, Sales, Leads, Retargeting, Lookalike Audiences
- Google Ads: Search, Display, Performance Max, Conversion Tracking
- TikTok Ads: Audience Targeting, Optimization, Creative Strategy
- Optimization: CPC Reduction, CTR Improvement, ROAS Scaling, CRO
- Tracking & Analytics: Meta Pixel, GA4, GTM, UTM, Custom Conversions
- Creative Tools: Canva, Adobe Photoshop
- Reporting: KPI Dashboards, Performance Reports, Automation Tools

TECHNICAL SKILLS

- Ad Platforms: Meta Ads Manager, Google Ads, TikTok Business Center
- Analytics: Google Analytics 4, Google Tag Manager, Meta Events Manager
- Tools: Canva, Photoshop, Google Sheets, Data Studio, Excel
- Strategies: A/B Testing, Sales Funnel Optimization, Lead Quality Improvement

PROFESSIONAL EXPERIENCE

Digital Marketing Executive — SR Dream IT (Aug 2025 – Present)

- Managed Facebook, Instagram, Google, and TikTok ad campaigns for international projects.
- Executed full tracking setup: Pixel, GA4, GTM, Advanced Events & Custom Conversions.
- Optimized campaigns achieving:
 - Reduced CPC by up to 28%
 - Improved CTR from 2.1% to 4.3%
 - Increased ROAS from 2.5x to 4.7x
- Built retargeting funnels improving conversion rate by 35%.

- Developed real-time dashboards for reporting and optimization insights.
- A/B tested creatives, placements, and audiences to lower overall costs.

CERTIFICATIONS & TRAINING

- Advanced Digital Marketing (Meta & Google Ads) — SR Dream IT (2025)
- Professional Digital Marketing Course — SR Dream IT (4 Months)

LANGUAGES

- English — Professional Working Proficiency
- Bangla — Native