

MD. GOLAM MOWLA

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

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■ Professional Summary

International-focused Digital Marketing Specialist experienced in Meta Ads, Google Ads, TikTok Ads, and performance tracking (Pixel, GA4, GTM, UTM). Strong expertise in campaign optimization, funnel strategy, A/B testing, and ROI scaling for global brands. Capable of working in fully remote, fast-paced environments.

■ Core Skills

- Meta Ads (Conversion, Sales, Leads, Retargeting)
- Google Ads (Search, Display, Performance Max)
- TikTok Ads · Audience Research · A/B Testing
- Tracking: Meta Pixel, GA4, GTM, UTM
- Creative Strategy · Copywriting · Canva · Photoshop
- KPI Reporting · Funnel Optimization · Remote Collaboration

■ Experience

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

- Executed Meta, Google, and TikTok Ads for international simulation projects.
- Implemented advanced tracking: Pixel, GA4, GTM & event configuration.
- Developed acquisition & retargeting funnels for improved ROI.
- Utilized A/B testing, budget scaling & optimization strategies.
- Created marketing dashboards & performance reports for remote teams.

■ Certifications & Training

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

■ Languages

- English — Professional Working Proficiency
- Bangla — Native