JUNAID AHMED KAZI

Digital Marketing | Google & Bing Ads Campaigns Expert | Lead Gen Specialist

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SUMMARY

Digital marketing professional with over 4.5 years of experience in data-driven marketing strategy and campaign execution, expert in Google Ads and Meta Ads. Key achievements include a 35% increase in Google Search campaigns ROI through strategic keyword targeting and a 40% reduction in ad spend while maintaining lead quality through data analysis. Seeking a suitable position, where my marketing strategy and campaign execution skills will support your mission of driving digital growth and enhancing brand visibility.

EXPERIENCE

ASSISTANT MANAGER - DIGITAL

THOMAS COOK INDIA   📅 10/2024 - Present   📍 Lower Parel, Mumbai
Travel and tourism company

- Developed and implemented digital strategies and campaigns across multiple platforms to meet business objectives.
- Optimized marketing campaigns through web traffic analysis, leading to increased qualified leads and revenue growth.
- Harnessed tools like Google Keyword Planner to identify high-intent keywords and enhance competitive positioning.
- Collaborated with sales, graphics, and product development teams for aligned digital marketing initiatives.
- Expert in Post-Click Optimization, bridging Google Ads and Webflow landing pages to maximize conversion rates.
- Boosted local branch calls by 25% via targeted Google My Business ad campaigns enhancing local visibility.
- Analyzed competitors' strategies to refine ad copy and boost campaign effectiveness.
- Engineered and executed cross-platform App Campaigns for iOS and Android, driving user acquisition by integrating Firebase Analytics events as Google Ads conversions to optimize for post-install user behavior.
- Managed various platforms, including Google Ads, Meta ads, SEMrush and Oracle CRM, to enhance marketing efforts.

PPC LEAD

CRIMSON INTERACTIVE   📅 01/2024 - 10/2024   📍 Goregaon, Mumbai
Marketing and content services company

- Develop and implement comprehensive PPC strategies aligned with business goals, including target audience identification, keyword research, and ad platform selection
- Analyze campaign performance data using tools like Google Analytics and other reporting platforms, identify areas for improvement, and make data-driven decisions
- Design and execute A/B tests to identify the most effective ad creatives, targeting options, and landing pages
- Set up comprehensive tracking to monitor all valuable user actions, such as purchases, form submissions
- Setup and optimize Google, Bing and Yahoo Ad campaigns
- Increasing qualified website traffic and lead by a specific percentage

SEM ANALYST

REACHLOCAL INDIA PVT. LTD   📅 12/2021 - 08/2023   📍 Goregaon, Mumbai
Local online marketing solutions company

- Optimize Google Ads, check for site links, callouts, snippets
- Identify trends and insights
- Manage keyword level and device level bids and make daily budget adjustments
- Achieve maximum ROI in paid search campaigns using analysis of data
- Developing compelling ad copy and landing pages that resonate with target audiences and drive conversions
- Webflow Mastery**:** Building and optimizing high-converting landing pages
- Generating reports on campaign performance, providing recommendations for improvements, and presenting findings to stakeholders

KEY ACHIEVEMENTS

💎 **Amplified PPC Campaign ROI**
Increased Google Search campaigns ROI by 35% through strategic keyword targeting, correct audience targeting and bid optimization.

💎 **Grew the revenue by 2x**
An in-depth analysis was performed using Looker Studio. Historical analysis of the keywords over the previous year was done. The keywords that did not generate any revenue were paused in the campaigns, and the budget was allocated to the keywords that generated revenue, increasing revenue for the month of August'25 by 2x for travel campaigns.

💎 **Reduced Ad Spend**
Achieved 40% reduction in ad spend while maintaining lead quality through data analysis.

💎 **Boosted Brand Visibility**
Led cross-functional teams to boost brand visibility, increasing digital engagement by 40%.

💎 **Enhanced Website Traffic**
Executed data-driven campaigns boosting website traffic by 40% in six months.

💎 **Optimized Keyword Budget**
Utilized Looker Studio and historical data to optimize keyword strategy and boost revenue 2x.

PROJECTS

Increasing ROAS of PPC campaigns
📅 01/2025 - Present   📍 Mumbai, India

Objective: Drive quantifiable revenue growth and maximize Return on Ad Spend (ROAS) across key digital platforms (Google Ads, Meta Ads, Bing Ads)

- Data Analysis & Reporting: Leveraged Google Ads data, Google Analytics 4 (GA4) and Google Tag Manager (GTM) for robust conversion tracking and attribute modeling. Conducted deep-dive performance analysis to inform audience segmentation and budget provisioning
- Competitor & Keyword Intelligence: Performed high-intent keyword research using Google Keyword Planner and conducted competitive analysis via Auction Insights and SpyFu to identify market gaps and optimize impression share
- **Quantifiable Achievements -**
- ROAS uplift via Looker Studio analysis: Executed a high-impact, data-backed optimization strategy using Looker Studio to integrate and analyze 12 months of historical keyword performance data. Strategically paused non-revenue generating keywords and reallocated budget, yielding a 200% (2x) revenue uplift for the travel campaign - (DOM & INT combined) vertical in August '25
- Traffic and funnel expansion: Developed and deployed data-driven top-of-funnel (TOFU) campaigns focused on quality traffic acquisition, resulting in a 40% increase in qualified website traffic over a six-month period while maintaining strict target cost per acquisition (CPA) goals

EXPERIENCE

FREELANCE DIGITAL MARKETING

FREELANCE DIGITAL MARKETING   📅 03/2020 - 04/2021

Freelance role focusing on digital marketing and content creation

- Undertaking freelance projects as a content writer and blog writer for companies to ensure winning ideas for their product
- Designing social media posts (images, videos, stories), website graphics, marketing materials (brochures, flyers, posters), presentations, and other visual assets
- Writing compelling marketing and promotional materials for a wide variety of products and services
- Mastered Canva and Vistacreate tools and features, including photo editing, text overlays, animation, and template customization

EDUCATION

BACHELOR OF ENGINEERING

SAVITRIBAI PHULE PUNE UNIVERSITY   📅 06/2014 - 05/2018   📍 PUNE (INDIA)

DIPLOMA IN ENGINEERING

MSBTE   📅 05/2011 - 06/2014   📍 PUNE (INDIA)

INTERESTS

- 💎 Cricket
- 💎 Football
- 💎 Digital Marketing

LANGUAGES

Hindi	Native	●●●●●	Marathi	Proficient	●●●●○
English	Proficient	●●●●○	Malvani	Proficient	●●●●○

PROJECTS

App Campaign Setup & Optimization - Thomas Cook (Android & iOS)

📅 12/2025 - 03/2026   📍 Mumbai

Objective: Launch and optimize iOS/Android campaigns for Thomas Cook app to boost high-value bookings, using granular Firebase events as conversion goals to lower CPA and enhance user LTV.

Technical Implementation & Achievements:

- App Campaign Setup & Optimization - Thomas Cook (Android & iOS)
- Firebase & Google Ads Integration: Linked Google Analytics for Firebase with Google Ads to enable seamless, real-time data sharing of in-app actions.
- Defined and imported key conversion events (e.g. first_open) to increase app installs and then "calculate_price" event to optimize campaign targeting and increase booking.
- Managed bidding strategies based on imported conversion data to maximize ROI.
- Reduced the cost/install for android app to 10₹/install

CERTIFICATIONS

ADVANCED TRACKING & MEASUREMENT PROGRAM - MEASURE MARKETER (In progress)

GOOGLE ADS SEARCH CERTIFICATION

GOOGLE ANALYTICS 4 CERTIFICATION BY UDEMY

MICROSOFT ADS CERTIFIED PROFESSIONAL

ADVANCED GOOGLE ADS BY LINKEDIN

DIGITAL MARKETING COURSE BY FREELANCER ACADEMY

META SOCIAL MEDIA MARKETING PROFESSIONAL CERTIFICATE BY COURSERA

SKILLS

Google Ads   Google Ads A/B Testing

Yahoo Ads   Bing Ads   GA4   PPC

Meta Ads   Paid Ads Strategy   Paid Ads Funnel

Canva   Google Analytics 4   GTM   SEM

Salesforce CRM   Oracle CRM

Post-Click Optimization

Conversion Rate Optimization   A/B Testing

SEMrush   GMB Ads

Google My Business Ad campaigns   Firebase

App Install campaigns