Resume – Mohammad Barati

Google Ads Specialist | Certified in Search, Display & Measurement

Location: Iran | Remote Freelancer

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# Profile Summary

Detail-oriented and certified Google Ads professional with 3+ years of experience in managing and optimizing paid search and display campaigns. Specialized in increasing click-through rates, reducing cost-per-click, and maximizing ROAS through data-driven campaign management. Passionate about precision, campaign structure, and measurable performance.

# Key Skills

Google Search Ads  
Google Display Ads  
Conversion Tracking  
Keyword Research  
Google Analytics & Tag Manager  
Campaign Optimization  
Budget Control & Reporting  
A/B Testing & Audience Targeting

# Certifications

|  |  |  |  |
| --- | --- | --- | --- |
| Certification | Issued | Expires | Certificate ID |
| Google Ads Search | Apr 27, 2025 | Apr 27, 2026 | 141203807 |
| Google Ads Display | May 3, 2025 | May 3, 2026 | 141924197 |
| Google Ads Measurement | May 10, 2025 | May 10, 2026 | 142758279 |

# Project Experience

* Project 1: E-commerce Brand Campaign (Run Caume)

Date: Oct 2021

Performance:  
- Clicks: 4,020  
- Impressions: 79,200  
- Avg. CPC: $4.70  
- Total Spend: $18.9K

Achievement:  
- Achieved full campaign optimization (Score: 100%)  
- Resolved delivery issues and significantly boosted performance in final weeks

* Project 2: Local Moving Service (Khane-Autobar)

Date: Apr 22 – May 21, 2025

Performance:  
- Clicks: 1,480  
- Impressions: 16,800  
- Avg. CPC: ₺27.64  
- Total Spend: ₺41K

Achievement:  
- Designed and launched 13 ad campaigns from scratch  
- Boosted local visibility for a service-based website  
- Effective cost-per-click management with limited daily budget

# Languages

Persian (Native)  
English (Professional Working Proficiency)

CV prepared for LaborX, Upwork, and remote freelance opportunities in digital advertising.