





Nimra Shahid

Certified Google Ads & Paid Search Specialist

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Profile

A Certified Google Ads Specialist bringing 2+ valuable industry experience and expertise aimed to help brands and businesses reach their targeted sales/lead goals with data-driven marketing strategies. Enthusiastic marketer with a skill set that includes good team management, communication, and analytical thinking, which is favorable to the following marketing best practices.

Technical Toolkit: Digital Marketing: Google Ads.

Analytics Tools: Google Analytics GA4, Google Tag Manager, Advanced Excel, Agency Analytics.

Google Ads Tools: Google Ads Editor, Ad Pulse, Spyfu, Semrush, SpeedPPC, Microsoft Clarity, Hotjar, etc.

Professional Experience

Looks By Anum

February 2023 - Dec 2023
Toronto, Canada

Google Ads & PPC Specialist

Niche: Beauty Services

Business Goals: Qualified Lead Generation

***Achieved ROAS: 9x**

***Cost per Conversion: \$24**

- Audited and analyzed existing Google Ads campaigns to find out hurdles in achieving business goals.
- Assist in developing new landing pages which helps to improve Quality score from 3/10 to 8/10.
- Launch data-driven optimizations in sales funnels and add negative keywords for relevant and right traffic which ultimately increases the quality of leads by a massive 50%.
- Set up and track conversions precisely with Google Tag Manager.
- Implement new SEM and PPC strategies in line with business goals.
- Proper keyword research, thematically related ad groups, and engaging ad copies make the CTR increase from 10%.
- Restructured and optimized campaign from scratch and generated potential 144 leads.

Courier Service

October 2022 - March 2023
New York, USA

Google Ads & PPC Specialist

Niche: Courier & Packaging

Business Goals: Qualified Lead Generation

***Achieved ROAS: 9x**

***Cost per Conversion: \$14.65**

***59 Conversions in 25 Days.**

- Conducted extensive keyword research to identify high-converting keywords.
- Revamped ad creatives, making them more compelling and highlighting unique selling points.
- Restructured the client's existing campaigns to improve targeting and budget allocation.
- To measure the effectiveness of our campaigns, I implemented robust conversion tracking.
- Continually monitored campaign performance, adjusting bids, ad schedules, and targeting based on real-time data.
- Within the first three months, I achieved a 35% increase in conversion rates, resulting in a higher return on ad spend (ROAS).
- By optimizing ad quality scores, Courier Services ads consistently appeared in higher positions on Google Search, increasing visibility and click-through rates.
- Despite the competitive market, I was able to reduce the cost per acquisition (CPA) by 20%, allowing the client to maintain profitability even with their limited budget.

Good Riddance Mosquito Repellent

October 2023
Australia

Google Ads & PPC Specialist

Niche: Mosquito Repellent

Business Goals: E - Commerce

***Achieved ROAS: 6x**

***Cost per Conversion: \$0.22**

***500+ Purchases in 2 Months.**

- Audited and analyzed existing ad campaigns to identify and overcome challenges.
- Conducted thorough keyword research and created ad groups based on themes.
- Secured 800+ sales and \$45k in revenue within 3 months.
- Launched new ads and wrote engaging ad copies, significantly increasing the CTR from 7% to 27%.
- Conducted various A/B tests on different parameters to continuously improve campaign performance.
- Launched promotional ads for major events such as Black Friday, Halloween, Christmas, etc.
- Website optimization and implementations for better ad relevancy and User-friendly experience.
- Created Custom Events in Google Analytics to efficiently track audience activity.
- Set up and tracked conversions through Google Tag Manager.
- Biweekly and Monthly reporting through Agency Analytics.

Roofing Services

July 2023 - November 2023
Chicago, Dallas, USA

Google Ads & PPC Specialist

Niche: Roofing

Business Goals: Qualified Lead Generation

***Achieved ROAS: 7x**

***Cost per Conversion: \$13.43**

***167Purchases**

- Developed and executed highly effective paid search campaign strategies.
- Analyzed campaign performance based on KPIs, achieving a 10% increase in CTR.
- Conducted A/B tests on ad copies to refine messaging and further boost CTR by 10%.
- Assist in improving the landing page funnel to increase the conversion rate.
- Set up and track conversions with Google Tag Manager.
- Launch and optimize multiple Search Campaigns for testing.
- Secured 167 Conversions and Achieved Conversion rate by 21%.
- proper keyword research, Added negative keywords for relevant and right traffic.

Certificates

Google Ads Search Certification

By Google

Google Ads Display Certification

By Google

Google Analytics GA4 Certification

By Google

Fundamentals Of Digital Marketing

By Google

Google Ads Masterclass Certification

By Issac Rudensky

Google Ads Advanced Course

By Simplilearn

Technical Skills

- Google Ads
- Paid Search Campaigns
- Search Engine Marketing
- Agency Analytics
- Bid Management
- Targeting Relevant Audience
- PPC
- Conversion Rate Optimization
- Online/Offline Conversion Tracking
- Google Tag Manager
- Google Analytics
- KPI
- Spy Fu
- SEMrush

Education

Intermediate

ICS - Quality School and Collage Rawalpindi

2021 - 2023

Education

English

Full Professional Proficiency

Urdu

Native