



Contact

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 [Mohd Yasir Naseem](#)

Address

306/4/1, Chowk, Lucknow. INDIA

Education

2020-2023

Bachelors in Commerce(BCom)

Lucknow Christian College

2022

Digital Marketing

Digipodium - Digital Marketing Institute

Projects & Markets

- Italy - E - Commerce
- USA - E -Commerce
- Singapore - Lead Generation
- India
- UK

Language

English

Hindi

Mohd Yasir Naseem

Performance Marketer

With over 3 years of hands-on experience managing high-budget Google Ads accounts, I specialize in driving growth and maximizing ROI through expertly crafted **Search, Performance Max (PMax), Demand Gen, and Shopping campaigns**. Skilled in media planning, campaign optimization, and audience strategy, including remarketing using GA4 and Google Tag Manager, I deliver tailored strategies for e-commerce and global clients across diverse markets such as the USA, Italy, Singapore, Malaysia, Thailand, and Vietnam. Adept at bulk campaign management via Google Ads Editor and proficient in comprehensive client reporting.

Experience

2024 July - Present

Wildnet Technologies

PPC Executive

- **Account Management:** Successfully managed accounts with monthly budgets exceeding \$500K, ensuring performance goals, budget pacing, and profitability targets were consistently met.
- **Campaign Expertise:** **Hands-on experience managing and optimizing Search, Performance Max (PMax), and Demand Gen campaigns, with a strong focus on media planning, audience targeting, and continuous optimization to drive growth.**
- **Remarketing & Audience Strategy:** **Built and leveraged remarketing audiences using GA4 and GTM, enabling effective retargeting strategies to maximize conversions and improve ROAS.**
- **Campaign Hygiene & Optimization:** Ensured proper account structure and campaign hygiene by implementing negative keywords, ad copy testing, bid strategies, and audience segmentation.
- **Reporting & Insights:** Developed and shared weekly and monthly performance reports in Excel/Google, breaking down key insights, trends, and optimization opportunities for clients.
- **Media Planning & Forecasting:** **Created media plans and budget forecasts with projected outcomes, tailoring strategies to client objectives while ensuring efficient allocation of advertising spend.**
- **Bulk Campaign Management:** Experienced with Google Ads Editor for bulk campaign creation, uploads, and management, enabling faster execution and large-scale account handling.
- **Global Market Expertise:** Extensive experience managing campaigns across Singapore, Malaysia, Thailand, Vietnam, and other international markets

2023 July - 2024 July

Cedcoss Technologies Pvt ltdl Remote

SEM Associate

Primary Custodian of Google Ads Accounts

- Stay updated with the latest trends, tools, and innovations in Search Engine Marketing (SEM) and digital advertising.
- Plan, execute, monitor, and optimize Google Ads campaigns on a day-to-day basis to achieve and maintain peak performance.
- **Develop and implement custom marketing strategies tailored to each client's business objectives, especially in the e-commerce sector.**
- **Work extensively on Search, Shopping, and Performance Max (PMax) campaigns, focusing on strategies to optimize and grow while maintaining strong ROAS (Return on Ad Spend).**
- Implement effective account structures, bidding strategies, audience targeting, and creative testing to maximize campaign impact.
- Collaborate closely with clients from various countries, including the USA, Italy, and other international markets, building strong relationships by addressing concerns, gathering feedback, and updating progress promptly.
- Coordinate between clients and internal teams to ensure alignment of goals, deliverables, and timelines.
- Prepare and share comprehensive monthly and bi-monthly performance reports, providing actionable insights and strategies for further campaign improvement.
- **Hands-on experience with GA4 (Google Analytics 4) and Google Tag Manager (GTM) for tracking campaign performance, setting up conversion tracking, and enabling effective remarketing strategies.**

Expertise

- Google Ads
- Campaigns Management
- Keywords Research and Selection
- Google Analytics
- Campaign Optimization
- Lead Generation
- Remarketing

2023 April - 2023 June

BDevelopers | Remote

Digital Marketing Associate

Completed a 3-month internship focused on Search Engine Optimization (SEO), where I actively engaged in various link building tasks. Through hands on experience, I developed a deep understanding of SEO principles and techniques, contributing to enhancing website visibility and driving organic traffic

2022 Dec - 2023 April

Nowgray Pvt Limited | On-Site, Lucknow

Digital Marketing

- Created and handled search campaigns on Google ads.
- Created and handled campaigns on Facebook ads manager.
- Worked on SEO activities Link Building, Content optimization and other off page activities.

Certifications



Digital Marketing Specialist

Google Ads Search Certification

Google Ads - Measurement Certification

LinkedIn Marketing Strategy