



NASIR UDDIN

DIGITAL MARKETER | META & GOOGLE ADS SPECIALIST

CONTACT ME

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Narayanganj, BD

AREAS OF EXPERTISE

META ADS

Campaign Management

GOOGLE ADS

Video & Display Advertising

WORDPRESS

Landing Page Design & Optimization

EDUCATION

GOVT. TOLARAM COLLEGE

B.A. (PASS COURSE)

(Batch: June 2021)

GOVT. KADAM RASUL COLLEGE

HIGHER SECONDARY CERTIFICATE (HSC)

2019 - 2020

ABOUT ME

Meta & Google Ads Specialist with proven expertise in audience creation, campaign optimization, and scaling. I start with deep content research, build Custom Audiences for retargeting, create Lookalike Audiences to find new buyers, and scale systematically. Every decision is backed by data — every taka is tracked.

JOB EXPERIENCE

Paid Media Strategy: Managing and optimizing high-budget Facebook & Instagram Ad campaigns to drive traffic and increase sales.

Google Video & Display Ads: Executing YouTube video promotions and Google Display Network campaigns to enhance brand visibility and lead generation.

Pixel & Tracking Setup: Integrating Meta Pixel, Conversion API (CAPI), and Google Analytics to monitor user behavior and improve ROAS.

Landing Page Optimization: Building and optimizing high-converting WordPress landing pages — improving load speed, CTA placement, and

Creative Direction: Designing high-converting ad creatives, including static banners and motion graphics using Adobe After Effects and

SKILLS

Meta Ads Expert

Google Video & Display Ads

Pixel & CAPI Setup

Landing Page Optimization