

MOHD AREEB

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Profile Summary

Motivated digital marketing enthusiast with foundational expertise in Meta Ads and Google Ads. Proficient in campaign setup, audience targeting, keyword research, and performance tracking. Passionate about leveraging data-driven strategies across paid social and search channels to maximize ROI and deliver measurable results for business growth.

Technical/Soft Skills

Technical skills

Meta ads

- Meta Ads Manager (Facebook & Instagram Campaigns).
- Facebook Pixel & Conversion Tracking.
- Custom & Lookalike Audiences.
- Retargeting Campaigns.

Google ads

- Google Ads Manager (Search, Display, YouTube)
- Keyword Research (Google Keyword Planner)
- Quality Score & Bidding Strategies (CPC, CPM, tROAS)
- Google Tag Manager & Conversion Tracking.

Other Tech Skills

- A/B Testing & Ad copy Optimization.
- Excel / Google Sheets (Data & Reporting).
- Canva (Ad Creatives).
- Campaign Budgeting & Performance Reporting.

Soft Skills

- Analytical & data-driven thinking.
- Attention to detail
- Strong Verbal and written communication.
- Creative copywriting mindset.
- Time management & prioritization.
- Quick learner & self-motivated.

Academics

Graduation

- Completed Bachelor's of computer applications (BCA) from Dewan VS institution of management and technology .
- With average Marks of 78 %

Intermediate

- Completed 12 th in Science Stream from K K Public school Sardhana (Meerut) CBSE board.
- With Average of 90 %.

High School

- Completed 10th from K K Public school Sardhana (Meerut) CBSE board.
- With Average of 90 %.

Other Certificates

- Google Digital Marketing and E-commerce Course from Coursera .