

AADIL AHMAD MALIK

Digital Marketing Specialist

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Date of Birth: 7 July 1996 | Nationality: Indian | Passport: Available | Notice Period: 30 days

PROFESSIONAL SUMMARY

Results-driven Digital Marketing Specialist and Project Manager with over 7 years of experience scaling businesses through high-ROI Google Ads, advanced SEO, and comprehensive digital strategies. Proven track record of directing cross-functional teams and managing complex marketing campaigns from ideation to execution. Adept at leveraging data analytics (GA4, GTM) to optimize performance, having successfully driven 3x conversion growth and reduced CPA by 45% for global clients. Passionate about empowering teams, streamlining workflows, and delivering measurable bottom-line impact.

CORE SKILLS

Marketing Strategy, Search Engine Marketing (PPC), Google Ads Management, Search Engine Optimization (SEO), Technical SEO Audits, Keyword Research, Competitor Analysis, Conversion Rate Optimization, PPC Bid Management, Analytics and Tracking (GA4, GTM), Looker Studio Reporting, WordPress CMS, Project Management, Team Management, Prompt Engineering

PROFESSIONAL EXPERIENCE

Digital Marketing Specialist — Insights Marketing & Communication | 2026 – Present

- Led marketing teams and managed end-to-end digital marketing projects.
- Manage and optimize Google Ads campaigns for Search and Display.
- Execute on-page, off-page, and technical SEO strategies.
- Track website traffic, user behavior, and conversions using GA4 and GTM.
- Collaborate with web developers to build high-converting, SEO-friendly websites.
- Develop comprehensive digital marketing strategies and manage client relationships.
- Create custom Looker Studio dashboards for performance reporting.
- Optimize WordPress websites for speed, schema, and overall search visibility.

Digital Marketing Specialist — Geosoft Global | 2023 – 2026

- Managed Google Search and Display ad campaigns to drive leads and lower costs.
- Optimized PPC campaigns using A/B testing and automated bidding strategies.
- Tracked user conversions and ad spend efficiency using GA4 and GTM.
- Drove organic growth through targeted on-page SEO and white-hat link building.
- Optimized WordPress website speed, schema, and overall technical health.
- Led and managed multiple laser scanning projects for clients like HPCL and IOCL.
- Collaborated with web developers on website and campaign delivery.

Digital Marketing Specialist — CHLEAR | 2021 – 2023

- Managed Google Ads portfolios for over 10 different clients.

- Managed end-to-end SEO projects for global B2B and e-commerce clients.
- Tracked lead quality and campaign ROI using GA4 and Google Tag Manager.
- Built Looker Studio dashboards to report on ad spend and performance.
- Developed custom SEO strategies to boost organic traffic and search rankings.
- Drove organic traffic growth through in-depth keyword and competitor research.
- Ran technical SEO audits using SEMrush and Google Search Console.
- Developed integrated marketing strategies to consistently increase client conversions.

EDUCATION

M.Tech, Computer Science & Technology — Punjab Technical University | 2020 – 2022

B.Tech, Computer Science & Technology — University of Kashmir | 2015 – 2019

CERTIFICATIONS

- Google Ads Search Certification — Google
- Display & Video 360 Certification — Google
- AI-Powered Shopping Ads Certification — Google
- Google Ads Video Certification — Google

TOOLS

Google Ads, Google Analytics (GA4), Google Tag Manager (GTM), Google Search Console, Looker Studio, SEMrush, Ahrefs, Moz, WordPress, ChatGPT, Gemini, Claude, Microsoft Word, Excel, PowerPoint

LANGUAGES

English, Urdu, Hindi, Kashmiri