

# Hasib Hanif

Rawalpindi  
[haseebraja6113@gmail.com](mailto:haseebraja6113@gmail.com)  
03463509269

Certified and results-oriented Google Ads expert helping local and global businesses grow through strategic ad campaigns. I specialize in setting up, managing, and optimizing paid advertising for high ROI using Google Search, Display, YouTube, and Meta platforms. Experienced with auto services, e-commerce, real estate, and local businesses. Skilled in keyword research, conversion tracking, and performance analytics.

## Work Experience

---

### Freelance Google Ads Expert

Remote / Pakistan  
January 2024 to Present

- Managed 50+ ad campaigns for businesses in the US, UK, and Pakistan.
- Generated consistent leads through search, display & remarketing ads.
- Set up Google Tag Manager and Google Analytics for proper tracking.
- Improved CTR by 30% through targeted ad copy and bidding strategy.
- Worked with detailing centers, local service providers & auto shops.

## Education

---

### Master's in Marketing

International Islamic University, Islamabad-Islamabad  
February 2018 to June 2021

## Skills

---

- Keyword Research (1 year)
- Google Ads (1 year)
- Ad Copywriting (1 year)
- Google Search & Display Ads (1 year)

## Certifications and Licenses

---

### Google Ads Creative Certification

May 2025 to Present

This certification validates expertise in building effective and impactful creatives across Google Ads platforms. It focuses on best practices for designing ad assets for YouTube, Display, and Discovery campaigns, emphasizing storytelling, branding, and performance-driven creative strategies. It demonstrates the ability to align creative content with campaign objectives to maximize engagement and conversions.

## **AI-Powered Shopping Ads Certification**

April 2025 to Present

This certification covers the fundamentals of using AI to optimize Google Shopping Ads. It includes training on Smart Shopping campaigns, Performance Max, product feed optimization, and leveraging machine learning to improve ad performance and conversions. It demonstrates proficiency in using AI tools to automate bidding, targeting, and creative strategies for better ROI in ecommerce advertising.

## **AI-Powered Performance Ads Certification**

April 2025 to Present

This certification highlights proficiency in using Google's AI tools to create, manage, and optimize performance-driven ad campaigns. It focuses on Performance Max, Smart Bidding, audience automation, and dynamic creatives to achieve better results across Google networks. It demonstrates the ability to leverage AI to improve conversions, lower costs, and scale campaigns efficiently.

## **Google Ads Measurement Certification**

April 2025 to Present

This certification demonstrates advanced knowledge of measuring digital advertising performance. It covers key topics such as conversion tracking, attribution models, and the effective use of tools like Google Analytics and Google Tag Manager. It validates the ability to analyze data, draw insights, and make data-driven decisions to improve campaign performance and ROI.