

Farman Ahmed

[linkedin.com](#) | [github.com](#)

farman07462@gmail.com / 09460169184 / Sawai Madhopur , India 322021

Summary

I excel in running successful Google Ads campaigns and have a understanding of both on-page and off-page SEO. My skills in website management and content writing complement my expertise in the travel industry, where I manage travel bookings, hotel reservations, and tour packages. With communication skills, I effectively engage with clients to ensure seamless bookings and exceptional service.

Experience

TRIPS AWAY TOURISM LLC - Digital Marketing *08/2022 - Current*

- I am working remotely at TRIPS AWAY TOURISM LLC (UAE) as a Google Ads Manager, where I manage multiple campaigns and drive the best results, increasing ROAS by 270% and improving conversion rates by 23.12%. I also handle SEO management and design canvas flyers for social media postings, along with content writing.
- Developed and executed Google Ads campaigns to support business objectives.
- Identified areas of opportunity in client accounts through analysis of account metrics such as CTR, CPC, CPA.
- Managed all aspects of account setup including tracking codes, bid strategies.
- Created content for websites, blogs and social media accounts to increase visibility and engagement.
- Wrote copy for client advertising campaigns.
- Collaborated with media specialists to coordinate stories and content for social media.
- Implemented schema markup language across various pages of a website.
- Reviewed site architecture and navigation structure for optimal index ability by search engines.
- Optimized text, graphics or multimedia assets for SEO or display and usability on internet-connected devices.

Ranthamboreyaatri - Travel Planner and Tourism Management *10/2021 - 03/2022*

Sawai Madhopur, India

- Developed detailed travel itineraries and booked transportation, lodging, and restaurant reservations for clients.
- Provided expert advice on the best destinations, activities, and sightseeing opportunities according to client preferences.
- Negotiated with tour operators and vendors to secure competitive rates for hotels, car rentals.
- Created customized maps of local attractions and organized guided tours for clients.
- Collaborated with suppliers to ensure that all services met the highest standards of quality.
- Coordinated ground transportation services including airport transfers.
- Answered customer inquiries regarding available options for bookings discounts or upgrades.
- Kept accurate records of payments received from customers and processed refunds if necessary.
- Handled travel arrangements for groups, couples, executives and special needs clients.
- Booked transportation and hotel reservations using computer or telephone.

Skills

- Digital Marketing
- Google Ads Expertise
- On-Page Optimization
- XML Sitemaps
- HTML and CSS Knowledge
- Google Search Console
- Conversion Rate Optimization
- Schema Markup
- Google My Business
- Conversion tracking
- Ad copywriting
- Campaign Management
- Client Communication
- C++ Programming Language
- PHP and MySQL
- WordPress Development
- Javascript
- Website Maintenance

Education and Training

05/2024

Shri Khandelwal Vaish P.G.

Mahavidyalaya

Jaipur, Rajasthan India

Bachelor of Computer Applications:

Computer Science

06/2021

GOVT SR SEC SCHOOL, SAWAI

MADHOPUR

SAWAI MADHOPUR

Class 10+2 : PCM(Physics+Chemistry + Math)

06/2019

DARSGAH ISLAMI SR SEC

SCHOOL

SAWAI MADHOPUR

10th Class: Secondary Education

Certifications

- **CERTIFICATE OF EXCELLENCE**, In recognition of the completion of the tutorial: C++ Course: Learn the Essentials Following are the the learning items, which are covered in this tutorial 91 Video Tutorials 14 Modules 14 Challenges, Getting from Scalar.
- **HTML**, After completing the HTML course on SoloLearn and submit exam, I have received a certification.
- **Google Ads Search Certification**, By earning the Google Ads Search certification.

Languages

Hindi, English