

Sirajul Islam Sohag

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PROFESSIONAL OBJECTIVE

As a Certified Google Ads Expert and Web Analyst with proven leadership and team management experience, I specialize in helping businesses maximize their digital marketing efforts. I manage Google Ads campaigns and lead generation, implement GA4 and Google Tag Manager, GA4 Reporting, optimize eCommerce tracking, Server-side tracking and work with Facebook Conversion APIs to ensure every click and conversion is properly tracked. I'm passionate about using real data to build smarter strategies, reach the right audiences, and drive meaningful growth.

EDUCATION

1. Jahangirnagar University - Present
Completed the Second year of a Bachelor of Science degree in 2024.
Grade: CGPA: 3.44/4 (first year), CGPA:3.72/4(second year).

PERSONAL SKILLS:

Skill Area	Details
Office & Productivity Tools	Proficient in Microsoft Office
Work Approach	Rapid learner, multitasker, committed, and diligent
Analytics Tools	Google Analytics 4 (GA4), Google Tag Manager, E-commerce Tracking, Microsoft Clarity, Stape
Advertising Platforms	Proficient in Managing Google Ads and Google Shopping Ads
Social Media Integration	Facebook Conversion API
Communication Skills	Strong English communication skills (both verbal and written)

EXPERIENCE:

Google Ads Expert and Web Analyst	Furniture Ripple, USA	Feb 2025 - Present (Remote)
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I optimize Google Ads campaigns at Furniture Ripple to drive online sales and boost visibility. I focus on smart budget allocation, keyword strategy, and ongoing performance tracking to get the best results. My role also involves close collaboration with other teams to align marketing with business goals. It's helped me sharpen my skills in digital advertising, data analysis, e-commerce tracking, and e-commerce growth.

Google Ads Expert and Web Analyst	Digital Soft Zone, Chittagong	June 2025- Present (Remote)
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At Digital Soft Zone, I worked as a Google Ads expert and web analyst, where I successfully managed and optimized multiple advertising campaigns across various industries. I also contributed to website performance analysis, helping improve user experience and conversion rates through data-driven insights. My role involved close collaboration with clients and the internal team to deliver measurable results and support business growth.

Google Ads Expert

DevsCaravakn, Dhaka

July 2025- Present (Remote)

Joined the team to manage and optimize Google Ads campaigns for various clients, focusing on performance, ROI, and strategic growth.

VOLUNTEER EXPERIENCE:

Actively involved in student and social organizations at Jahangirnagar University. Currently Vice-President of Badhan (Shahid Tajuddin Hall Unit) and Office Secretary at Onnoson. Previously served as Organization Secretary at Badhan (A.F.M Kamaluddin Hall Unit). Also working as a Management Associate at the E-Business & Entrepreneurship Club. Promoted to Logistics Secretary at the Higher Study Club, where I manage events and resources, building strong leadership and teamwork skills.

AWARDS AND RECOGNITIONS

- Youngest Volunteer, Onnoson Social Organization (2024) – Acknowledged as the youngest active volunteer for contributions to social initiatives.
- Best Executive, Jahangirnagar University Higher Study Club (2024) – Awarded for outstanding leadership and organizational contributions.
- Campus Ambassador, Interactive Cares (2024) – Completed the Campus Ambassador program, demonstrating exceptional leadership, communication, and organizational skills.

ONLINE CERTIFIED COURSES

- Achieved Google Search, Display, Video, AI-Powered Performance, Shopping Ads Certification from Google. Proficient in creating and managing all effective campaigns.
- Google Ads Measurement and Google Analytics Certifications, showcasing expertise in campaign optimization and data-driven insights.
- Web analytics with server-side tracking with Google Analytics 4 -Skill Upper.
- Advanced Web Analytics with server-side tracking with Google Analytics 4- Skill Upper.
- Digital Marketing Course – Future Nation.
- Professional Google Ads: From Beginner to Pro – Lead Academy.
- Google Ads Mastery Course – Skill Upper.
- How to Write Google Ads Management & Strategy Proposals – Skill Upper.
- Mastering Google Shopping Ads with Fix Merchant Center – Skill Upper.
- Digital Literacy Course – Future Nation.
- Introduction to Digital Business Skills – HP LIFE
- HTML Course – Solo Learn.
- AI Marketing Course (CPD Certified) – Alison.
- 21st Century Employability Skilling Program (Advanced) – Wadhwani Foundation.
- Microsoft Office -Bangladesh Computer Education.
- Introduction to Prompt Engineering- Simplilearn

ONGOING COURSES

- Digital Marketing Career Path Batch 01- Interactive Cares.
- AI-Driven Meta Ads Mastery
- Chat GPT with machine learning – Learning Bangladesh.
- ChatGPT Advanced Course- Simplilearn