

# Muhammed Fadil Ak

Digital Marketer / Performance Marketer

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Portfolio : [fadilak.com](http://fadilak.com) LinkedIn : [www.linkedin.com/in/muhammedfaadil](http://www.linkedin.com/in/muhammedfaadil)

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## PROFESSIONAL SUMMARY

Performance marketing specialist with hands-on experience managing and optimising Google Ads and Meta Ads campaigns covering keyword research, audience targeting, bid optimisation, creative testing, and conversion tracking. Proficient in GA4, GTM, Meta Pixel, and CAPI for end-to-end performance visibility. Actively uses AI tools including Claude, ChatGPT, and Gemini to improve campaign setup, analysis, and reporting efficiency. Open to full-time performance marketing roles spanning paid search, paid social, and cross-channel growth.

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## CORE SKILLS

- **Paid Media:** Meta Ads (CBO, ABO, Advantage+), Google Ads (Search, Display, Shopping, Performance Max), TikTok Ads, Snapchat Ads
  - **Analytics & Tracking:** Google Analytics 4 (GA4), Google Tag Manager (GTM), Meta Pixel, Conversions API (CAPI)
  - **SEO:** Keyword Research, Competitive Analysis, Search Intent, On-Page SEO, Technical SEO, Yoast SEO
  - **Web & Landing Pages:** WordPress, HTML/CSS, WPCode, Landing Page Optimisation, Webflow, Framer (basics)
  - **Creative & Content:** Ad Copy Creation, A/B Testing, Canva, Adobe Creative Suite, Visual Hierarchy, Social Media
  - **Creative AI Tools:** Claude, Claude Code, ChatGPT, Gemini — campaign setup, reporting, workflow optimisation
  - **Strategy:** ROI-Focused Campaign Management, Audience Segmentation, Conversion Rate Optimisation, Remarketing, Bid Optimisation
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## EXPERIENCE

### Digital Marketing Executive - Freelance / Self-Employed

2023 – Present

- Built and analysed Meta Ads campaigns across CBO, ABO, and Advantage+ structures — covering pixel event configuration, custom audience segmentation, and creative testing to understand how each variable affects delivery and cost
- Configured GTM containers with custom triggers and variables; connected Meta Pixel and CAPI basics; built a GTM → GA4 event pipeline for fadilak.com — created custom events, verified trigger firing accuracy, and validated data flow through to GA4 for full-funnel conversion visibility
- Executed and monitored Google Ads campaigns across Search, Display, and Performance Max — applying keyword research, match type strategy, and competitive analysis to drive performance for e-commerce and service-based projects
- Conducted A/B tests on ad creatives, landing pages, and ad copy to identify top-performing combinations and improve conversion rates
- Launched and consistently publish Growth Signals, a weekly performance marketing blog covering applied SEO and paid media.
- Created social media carousel content for SocialFuse, a Bangalore-based SMM agency serving cafes and restaurants producing scroll-stopping visuals and captions tailored to F&B audiences across Instagram
- Actively using Claude, ChatGPT, and Gemini to improve campaign setup, automate reporting workflows, and accelerate day-to-day analysis and optimisation tasks.

### Sales Officer - Smart NTS Amer Center - Dubai, United Arab Emirates

Oct 2025- Present

- Managed high-volume customer communication in a fast-paced service environment
  - Handled follow-ups, query resolution, and internal coordination daily
  - Built strong habits around consistency, pressure management, and professional verbal and written communication
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## EDUCATION

- **Bachelor of Business Administration**  
Koshys Institute of Management Studies  
Bengaluru, Karnataka, India

2022 - 2025

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## CERTIFICATIONS

- **Elements of AI** - University of Helsinki - Finland (Online) - <https://certificates.mooc.fi/validate/clqbswvf42g>
  - **Design Essentials for Marketing** - Career Ninja - <https://tinyurl.com/fasft9ku>
  - **Hubspot SEO Certification** - <https://11nq.com/u5x1sbk>
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## PERSONAL INFORMATION

- **DOB** - 24-02-2004
- **Languages Known** - English, Malayalam, Hindi, & Arabic (basic)