

IMTIAZ RAHMAN

Performance Marketing & AI Automation Specialist



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Dhaka, Bangladesh

PROFESSIONAL SUMMARY

Performance Marketing & AI Automation Specialist with 4+ years of experience driving digital growth through Google Ads, Meta Ads, SEO, conversion tracking, analytics, and conversion rate optimization. Experienced in managing lead-generation and growth campaigns; implementing GA4, Google Tag Manager, Meta Pixel, and Conversion API (CAPI) and using data-driven testing, audience targeting, remarketing, and funnel optimization to improve marketing performance.

Skilled in building AI-powered marketing and business automation workflows using n8n, Zapier, AI agents, and API integrations to streamline lead management, reporting, data processing, content workflows, and repetitive business processes.

CORE EXPERTISE

- **Performance Marketing:** Google Ads, Meta Ads, Lead Generation, Campaign Optimization, Audience Targeting, Remarketing
- **Analytics & Tracking:** GA4, Google Tag Manager, Meta Pixel, Conversion API (CAPI), UTM Tracking, Looker Studio, Microsoft Clarity
- **CRO & Funnel Optimization:** Landing Page Optimization, Conversion Rate Optimization, A/B Testing, Funnel Analysis, User Behavior Analysis
- **Search engine optimization (SEO):** Technical SEO, On-Page SEO, Off-Page SEO, Keyword Research, Content Optimization
- **AI & Marketing Automation:** n8n, Make, Zapier, AI Agents, API Integrations, Workflow Automation, Lead Management Automation, Reporting Automation

PROFESSIONAL EXPERIENCE

Freelance Performance Marketing

Upwork - Freelance Project | February 2024 - Present

- Manage Meta Ads and Google Ads campaigns, handling audience targeting, creative testing, remarketing, optimization, and budget allocation to improve conversions.
- Build full-funnel tracking using GA4, GTM, Meta Pixel, CAPI, and server-side tracking to measure campaign performance.
- Analyze funnels, landing pages, and user behavior using GA4 and Microsoft Clarity, applying CRO insights and n8n automation to improve marketing workflows.

Digital Marketing Specialist

Founded - London, England | Remote | October 2023 - May 2024

- Managed Google Ads, Meta Ads, and SEO campaigns for a UK-based client, handling targeting, budget allocation, and on-page SEO for lead generation
- Analyzed campaign and search performance data to identify optimization opportunities across paid and organic channels

Social Media Executive

Matter Solutions - Brisbane, Australia | Remote | January 2023 - September 2023

- Managed social media strategy and campaign execution for an Australia-based client remotely, overseeing content calendars and platform-specific posting
- Supported on-page SEO alongside social campaigns and tracked performance trends.

Facebook Ads Executive

Digital Marketing Agency, Bangladesh | May 2022 – Jan 2023

- Managed Facebook Ads campaigns for e-commerce/service business clients, handling campaign setup, audience targeting, and budget optimization
- Tracked engagement and performance trends across platforms.

TOOLS & PLATFORMS

Advertising:

Google Ads, Meta Ads Manager, Meta Business Suite, Google Keyword Planner

Analytics & Tracking:

Google Analytics 4 (GA4), Google Tag Manager (GTM), Looker Studio, Microsoft Clarity, UTM Builder

Search engine optimization (SEO):

SEMrush, Ahrefs, Screaming Frog, Surfer SEO, Google Search Console, Yoast SEO

AI & Automation:

n8n, Zapier, Make, ChatGPT, Gemini, Cloud AI, AI Agents, API Integrations

CRM & Operations:

HubSpot CRM, Mailchimp, ClickUp

EDUCATION

B.Sc. in Computer Science and Engineering

National University

CERTIFICATIONS & TRAINING

AI Marketing Automation – Simplilearn, Outskill

Google Ads, Web Analytics & CRO – Google, Skillup

Search Engine Optimization (SEO) – Google, Passive Journal

Social Media Marketing (SMM) – Google, Passive Journal

Business Blueprint Mastercourse – Coach Kanchon Academy

ADDITIONAL SKILLS

WordPress Website Development & Customization

PROFESSIONAL SKILLS

Analytical Thinking • Problem Solving • Communication • Remote Collaboration

LANGUAGES

- English – Professional
- Bangla – Native

Explore my projects performance marketing case studies and AI automation systems.

Portfolio Website: www.imtiazr.com