

NEHAL AHMED KHAN

Google Certified Ads Specialist | \$5M+ Revenue Generated | 7+ Years Experience

✉ nehalkhan7845@gmail.com | 💻 Available for Remote/Freelance/Contract Roles

🔗 [linkedin.com/in/nehalkhanofficial](https://www.linkedin.com/in/nehalkhanofficial) | Behance: [My Portfolio](#)

PROFESSIONAL SUMMARY

Google Certified Ads Specialist with 7+ years scaling businesses through high-performance Google Ads campaigns. Expert in managing \$10K-\$100K monthly budgets across diverse industries. Generated \$5M+ in client revenue with consistent 7x ROAS and 40-60% CPL reduction. Proficient with GTM, GA4, Looker Studio, and all Google Ads specializations..

KEY ACHIEVEMENTS & METRICS

- Generated \$5M+ in revenue for clients across 30+ businesses globally
- Managed accounts with \$10K-\$100K monthly ad spend with consistent ROI growth
- Achieved 7x ROAS for niche campaigns (cleaning, courses, services, tree care)
- Reduced CPL by 40-60% through smart bidding, negative keywords & A/B testing
- Drove 865+ high-quality leads at \$7.70 CPL for tree service niche (7x ROAS)
- Generated \$789K revenue from \$94K spend for flooring products (836% ROAS)
- Scaled Shopping & PMax campaigns achieving AED 281K sales from AED 12.7K spend

RECENT CAMPAIGN RESULTS & CASE STUDIES

Campaign/Client	Budget	Results	ROI/Performance
Floors Center (Renovation)	\$94.3K	789K Conv Value	836% ROAS ★
Tree Soldiers	\$2.23K	\$36K Returned	16X ROAS ★
Rochester Tree Service	\$6.6K	865 Leads	\$7.70 CPL
Norwalk Car Service	\$1.28K	221 Leads	\$5.79 CPL
One Roof Solar	90 Days	125 Leads	\$40.61 CPL
Rafplay.com (Kids Rides)	12.7K AED	34.2K Clicks	281K AED Revenue
Upkeep Angels	\$118K	522 Conv	\$226 Cost/Conv
Green Dumpster	\$4.58K	297 Leads	\$15.41 CPL
Closing Curtain (Dubai)	30 Days	118 Conv	41.25 AED CPL
Royal Curtains (UAE)	Multi-month	115 Leads	39.22 AED CPL

Paper Event UAE	\$431	116 Event Signups	\$3.72 CPL
Super Image LTD (UK)	£2.14K	153 Conversions	£14.01 CPL
Dumpster Rental Campaign	Multi-client	297+ Leads	High ROAS

PROFESSIONAL EXPERIENCE

Head of Marketing (Google Ads + Strategy)

Total Sec Group

- Oversaw digital operations for security service provider
- Built lead funnels using Google Ads, CRM integrations, and analytics dashboards
- Optimized campaign performance across multiple locations

Google Ads Strategist

All Site Rentals

- Managed full-funnel Search and Performance Max campaigns for multi-location dumpster rental company
- Optimized for phone leads and high-converting zip codes
- Achieved 297 conversions at \$15.41 CPL

Google Ads & GTM Strategist

One Dizitalz USA

- Led cross-account optimization for multiple clients
- Built scalable conversion tracking via GTM and GA4
- Audited and improved ad performance for eCommerce and service businesses

Google Ads Manager

Rafplay UAE

- Scaled Shopping & Performance Max campaigns for kids' ride-on products
- Achieved high ROAS through feed optimization and audience signal targeting
- Generated AED 281K sales from AED 12.7K spend

Google Ads Manager

MKB Bespoke Audio

- Managed Search, Shopping, and Display campaigns for premium audio products
- Implemented A/B testing for ad creatives and custom audience targeting
- Optimized product feed quality and bid strategies

Google Ads Specialist

Tree Soldiers & Rochester Branch

- Focused on emergency tree removal & trimming leads with geo-targeted campaigns
- Generated 865+ tree service leads at \$7.70 CPL
- Used call extensions, urgency-focused copy, and radius targeting

PPC Expert

Norwalk Car Service & Pennsylvania Car Service

- Ran local car booking ads using call-based and location-intent keywords
- Generated 221 car booking leads at \$5.79 CPL
- Structured campaigns for different neighborhoods and trip types

Google Ads Specialist – Multiple Service Clients

Various Industries

- Soil & Seed Landscaping: Seasonal campaigns with geo-segmented bidding
- Royal Curtains: Targeted UAE customers for high-ticket installs
- Closing Curtain (Dubai): Local Search & Display leveraging Google Business Profile
- 75 Degree AC Repair: Seasonal HVAC campaigns with call-only ads

PROFESSIONAL CERTIFICATIONS

- Google Ads Search Certification – Google Skillshop
- Google Ads Display Certification – Google Skillshop
- Google Ads Video Certification – Google Skillshop
- Google Ads Shopping Certification – Google Skillshop
- Google Ads App Certification – Google Skillshop
- Google Ads Measurement Certification – Google Skillshop
- Google Ads Performance Certification – Google Skillshop
- PPC Fundamentals Certification – SEMrush Academy
- PPC Mastery Certification – SEMrush Academy

TOOLS & TECHNICAL EXPERTISE

- Google Ads Platforms: Search, Display, Shopping, Performance Max, Video, App, Local Services Ads (LSA)
- Tracking & Analytics: Google Tag Manager, Google Analytics 4, Looker Studio
- Keyword & Competitor Analysis: SpyFu, SEMrush, Google ads transparency
- Creative & Copywriting: ChatGPT, A/B testing, conv-focused ad copy optimization
- Campaign Optimization: Smart bidding, negative keywords, audience targeting, bid management

CORE COMPETENCIES

- Full-Funnel PPC Campaign Management (Search, Display, Shopping, PMax)
- Conversion Tracking & Analytics (GTM, GA4, Looker Studio)
- Cost Per Lead (CPL) Optimization & ROAS Maximization
- Keyword Research & Negative Keyword Strategy
- Geographic & Audience-based Campaign Segmentation
- A/B Testing & Creative Optimization
- Lead Generation (phone, form, appointment booking)
- E-commerce Product Feed Management & Shopping Campaigns
- Local Service Ads (LSA) & Local Search Optimization
- Multi-location Account Management
- Seasonal Campaign Planning & Execution

INDUSTRY EXPERTISE

- Lead Gen Services: Tree Service, Landscaping, HVAC, Plumbing, Locksmith
- Moving & Rentals: Dumpster Rental, Moving Companies, Car Rental, Truck Rental
- Professional Services: Lawyers (Probate, Divorce), Dental (Implants)
- Solar Installation, Roofing Services
- E-commerce: Renovation Products, Fashion & Apparel,
- E-commerce: Electronics, Audio Equipment, Furniture
- Local Services: Curtain Installation, Upholstery, Home Improvement, Cleaning
- Specialized: Kids' Ride-ons, Boxing Equipment, Event Management, SaaS Platforms
- Geographic Markets: USA, UAE, UK, Australia

ENGAGEMENT OPTIONS

- ✓ Remote Work: Fully equipped for remote campaign management
- ✓ Freelance Projects: Available for per-project engagements and consulting
- ✓ Contract Roles: Open to full-time, part-time, and contract-based positions
- ✓ Scaling Accounts: Experienced in taking small budgets and scaling to \$10K-\$100K/month