HASAN MOHAMED AADHIL N

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SEO & Meta Ads Specialist with 3+ years of experience in driving organic growth, paid ad performance, and marketing automation for B2C SaaS, eCommerce, and service-based businesses.

EXPERIENCE

SEO & Meta Ads Specialist | Catalyst Group Solutions | Australia   **Dec 2023 - Present**

- Conduct SEO audits, keyword research, and technical optimizations using Semrush & Screaming Frog.
- Develop and execute Google & Meta Ads campaigns for lead generation and user acquisition.
- Implement GA4 & Google Tag Manager for performance tracking and actionable insights.
- Manage content strategy, blog calendars, and YouTube SEO for consistent brand growth.
- Automate email workflows to improve engagement and retention.

Digital Marketing Specialist | OptiwiseIT | Australia   **Mar 2022 - Nov 2023**

- Optimize on-page & technical SEO, including metadata, schema, and internal linking.
- Run and manage Facebook Ads & Google Ads for lead generation and eCommerce growth.
- Set up and monitor GA4, Google Search Console, and Tag Manager for data-driven decisions.
- Enhance Google Business Profile & local SEO strategies to increase regional visibility.
- Automate email sequences for eCommerce retention & lead nurturing.

EDUCATION

Master's Degree in Structural Engineering (CGPA: 9.57/10)

- Government College of Engineering, Salem, Tamil Nadu, India

Bachelor of Engineering in Civil Engineering (CGPA: 9.23/10)

- Coimbatore Institute of Technology, Coimbatore, Tamil Nadu, India

CERTIFICATIONS

- Master Google Analytics 4 Reports and GTM Basics in 2023 - Udemy
- On-Page and Technical SEO Course - Semrush
- SEO - HubSpot
- Technical SEO Certification - Blue Array

TOOLS & TECHNOLOGIES

- SEO & Analytics: Semrush, Ahrefs, Screaming Frog, GA4, Google Search Console, Microsoft Clarity
- Paid Advertising: Meta Ads, Google Ads, Google Merchant Center
- Marketing Automation: Google Tag Manager, Pabbly Connect, Mailchimp
- Web Development & CMS: WordPress, Shopify, Elementor, WooCommerce
- Design & Content: Canva, ChatGPT, Google Docs, Google Sheets
- Technical Skills: HTML, CSS

PROJECTS

Meta Ads for Kids' Ecommerce Brand

Managed Meta Ads campaigns, achieving 5X average ROAS through optimized ad creatives, bidding strategies, and audience targeting. Reduced cost per acquisition while scaling conversions efficiently.

Website Development – WordPress & Shopify

Developed conversion-focused websites using WordPress (Elementor) and Shopify. Optimized speed, UX, and SEO to enhance visibility and drive sales. Ensured mobile responsiveness and seamless user experience.

Civil Unfold – Personal SEO Project

Built and scaled CivilUnfold.com, ranking for competitive civil engineering keywords through content marketing and technical SEO. Continuously test and refine strategies to maximize organic traffic.

SOFT SKILLS

- Problem-solving
- Analytical thinking
- Data-driven decision-making
- Team collaboration
- Communication
- Client Management