

HASAN MOHAMED AADHIL N

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SEO & Meta Ads Specialist with 3+ years of experience 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, & 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.
- Lead multiple SaaS development projects, and handle roadmaps, sprints & product launches.

Digital Marketing Specialist | OptiwiseIT | Australia

Mar 2022 - Dec 2023

- Perform keyword research and create topic clusters.
- 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.

FREELANCE PROJECTS – META ADS

eCommerce Sales – Kids Toys | India

- Manage Meta Ads for a kids-focused eCommerce brand with ₹15L/month budget.
- Maintain an average ROAS of 5 through structured campaign setup, and audience segmentation.
- Plan monthly media plans based on product focus and performance trends.
- Optimize landing pages to improve CVR and AOV.
- Set up Meta Pixel and configure custom event tracking.
- Run automated WhatsApp flows for cart recovery and repeat purchases.
- Analyze campaign trends and scale high-performing ad sets.
- Monitor ROAS and optimize campaigns to stay within budget.

Lead Generation - Personal Loan | India

- Manage Meta Ads for personal loan campaigns targeting Tamil Nadu.
- Generate leads at ₹60 avg CPL with 70%+ call pickup rate.
- Maintain <20% junk leads via targeting and instant form questions.
- Test multiple ad angles and creatives for engagement and quality.
- Automate lead routing via Pabbly, and Zoho CRM.
- Monitor daily performance to maintain lead volume and CPL.
- Scale winning ad sets based on real-time feedback and data.
- Adapt messaging to suit regional language and user behavior.

PROJECTS

Civil Unfold – Personal SEO Project

Built and scaled CivilUnfold.com to rank for competitive civil engineering keywords through targeted content and technical SEO. Achieved strong organic visibility, with the site continuing to receive over 1,800 monthly visits even after 2+ years without updates, demonstrating the long-term impact of a well-structured SEO foundation.

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.

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 Manager, 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

SKILLS

- Meta Ads Strategy
- Campaign Optimization
- Campaign Budget Management
- Creative Testing
- Lead Generation
- Keyword Research
- SEO Audits
- Conversion Rate Optimization (CRO)
- Problem-solving
- Analytical thinking
- Data-driven decision-making
- Team collaboration
- Communication
- Client Management