



# OMAR FARUK

Professional Digital Marketer

## About Me

Experienced digital marketer adept at driving impactful campaigns across Facebook, Instagram, and Google Ads, focused on optimizing strategies for measurable ROI.



+880 1325-044556



omarfarukbd003@gmail.com



Kurigram-5600, Bangladesh

## LANGUAGE

- English (Fluent)
- Hindi (basic)
- Bangla (Native)

## EXPERTISE

- Social Media Management
- PPC Advertising
- Facebook Ads
- Instagram Ads
- Web Analytics
- Shopify Customization
- Marketing Strategy

## EXPERIENCE

### Google Ads Expert Digital Waffle - United Kingdom Nov 2022 - Present

Driving Google Ads campaigns at Digital Waffle since Nov 2022, optimizing strategies, maximizing ROI, and leveraging data-driven insights for successful client campaigns.

### Social Media Specialist Lamps Plus - California May 2021 - Apr 2022

Managed Facebook and Instagram Ads at Lamps Plus, crafting effective campaigns for heightened brand engagement and conversions from May 2021 to April 2022.

### Web Analytics ACI Limited - Bangladesh Feb 2019 - Apr 2021

Directed web analytics strategies at ACI Limited from Feb 2019 to Apr 2021. Leveraged data insights to optimize online performance, enhance user experience, and drive strategic business decisions.

## EDUCATION

**Advanced Digital Marketing**  
Certification from Webcoder-IT Institute.  
Aug 2022 - Jul 2023

**Data-Driven Digital Marketing**  
Certification from Skilluper.  
Jan 2019 - Mar 2020

## SKILLS SUMMARY

Project Management  91%

Project Success  97%